

Maps on this order too large to be entirely included in one exposure are filmed clockwise beginning in the upper left hand corner, left to right and top to bottom as many frames as required. The following diagrams illustrate the method.

1	2
3	4

1
2

1	2	3
4	5	6
7	8	9

"North of 36" is 8 Reels—7,908 Feet Long

PARAMOUNT

PRESS

Adolph Zukor and Jesse L. Lasky
An IRVIN WILLAT Production
"NORTH
With Jack Holt, Ernest
Lois Wilson and Noah Beery
From the famous novel by Emerson Hough
Screen play by James M. Hough
A Paramount Picture

PURPOSE: To Help You Picture to the

The Heart of Every True American "North of 36", a Spectacular of the Olden, Golden West of

HERE we come, forty-five hundred cows
if ye don't mind calling 'em that, sixteen
more or less human cow hands, nineteen
kinds of rifles and six-shooters, a hundred
and fifteen saddle ponies and the only red-
headed boss in all Texas, which is a girl.
God bless our home!"—from "North of 36"

(Synopsis Story)

GIGANTIC is the only word that actually
describes Paramount's production,
"North of 36," and does it justice.

The picture is gigantic in many ways. The
cast is gigantic, the sweep of the theme is
gigantic, the scenes are gigantic. . . . every-
thing about the production fairly breathes the
word. . . . from the opening sequence to
the final fade-out in this Emerson Hough
story, produced by Irvin Willat.

Lois Wilson, the "Covered Wagon" girl,
as the lovable 1867 period ranch-owner, por-
trays her role in a manner that will win the
hearts of the most critical of picture-goers.

In the production Miss Wilson, as Taisie Lock-
hart, is owner of one of the largest ranches in the
then undeveloped Texas. The Civil War has just
ended and save for its land and cattle, the state is
on the verge of bankruptcy. Both the land and the
cattle are worthless—the land because there are no
people to till it and the cattle because there is no
way to deliver them to a market in the north.

Just at the time Taisie is about to discharge her
ranch hands—because unable to pay them—

visit is paid her by Dan McMasters (Jack Holt),
an old friend of the family.

McMasters brings with him the news that a rail-
road has been built "North of 36" and explains
that if a herd of cattle can be driven there, it would
bring an enormous profit.

Despite the protests of Ernest Torrence, as Jim
Nabours, her faithful ranch foreman, the girl re-
solves to make the trip.

A complication arises when, on the beginning of
the journey, the trunk containing Taisie's scrip to
her ranch is stolen and is later found in McMasters'
wagon. All indications of the robbery point to his
guilt and he is forced to leave in disgrace.

The long trip from southern Texas to Abilene,
Kansas, where the railroad has been built, neces-
sitates traveling over unmapped and entirely un-
explored country—country on which no white
man has ever set foot. They are attacked by In-
dians, forced to ford swollen streams, and on two
occasions the entire herd of four thousand long-
horn cattle stampede. Still their spirits are un-
daunted.

Added to this, Noah Beery, playing the villainous
Rudabaugh, has reasons to prevent them from
reaching their destination. Three times during the
trip he and his men attack Taisie and the handful
of cowboys. But each time he is defeated.

When the brave people finally reach their des-
tination many months later they meet another dan-

A Romance of the Pioneers and Bravery of the Texas Cattle Trail of the West Is the First to lead and Cattle from Texas to "N"

Just as "The Covered Wagon" Is a story of the Life
So is "North of 36" an epic of the North and South
Pioneers Battled Their Way Westward to Open
Early Cattle Men of Texas Struggled Northwest
Herd to Open a New Market - The Dangers

IT IS of the Texas cattle trail that Emerson Hough
writes and he has made from it a true epic
of the pioneers.

He pictures a country wild, almost lawless and
moreover just then ravaged and disheartened by
the recent Civil War.

With an amazing, prodigious effort the Tex-
cattlemen were seeking their market all the way

Kansas, where the railroads from the east were
reaching.

In a glorious production Irvin Willat depicts
what came about when Taisie Lockhart, owner and
manager of her own vast ranch in the Lone Star

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But Taisie
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market beckon
hands, 19 kind
saddle ponies,
terrors of the
It is with

of 36 years
one sees the g
glorious girl at
of long-horn ca
est deeds of pi

A Tale of a Forgotten Texas

THE picture opens in Texas directly after
the Civil War when that state, not yet
taken back into the Union, is in an extremely
impoorished condition. Due to the war, the
long-horn cattle have practically run wild
over the ranges and have multiplied enor-
mously.

One of the biggest ranches is owned by
Taisie Lockhart (Lois Wilson). While the
ranch is one of the richest in the state in land
and cattle, it is very poor in actual money.

Just when things seem financially hopeless,
Dan McMasters, an old friend of the Lock-
harts, appears with news that a railroad has
been built as far west as Abilene, Kansas, and

Cast
Dan McMasters
Jim Nabours
Taisie Lockhart
Sim Rudabaugh
Dell Williams
Cinquo Centavos
Major McCoyne
Sanchez
Col. Griswold
Pattison
Milly

Jack Holt
Ernest Torrence
Lois Wilson
Noah Beery
David Dunbl
Stephen Ca
Guy Oliv
William Carr
Clarence Geld
George Irvi
Ella Mill

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larly wants is Taisie
of the ranches he part

AMOUNT

Anything in This Press Sheet May Be Reprinted

SHEET

Adolph Zukor and Jesse L. Lasky

An IRVIN WILLAT Production

"NORTH

With Jack Holt, Ernest Torrence,
Lois Wilson and Noah Beery

From the famous novel by D. Appleton and Company
Screen play by James

A Paramount Picture

E: To Help You Picture to the Public.

True American Will Thrill at Spectacular, Epic Motion Picture When West of the Texas Cattle Ranges

Pioneers and the Terrors and
Texas Cattle Trail - a Glorious Girl
The First to lead Her Ranchers
from Texas to "North of 36"

PUTTING IT
OVER RIGHT

FROM the start get the line, "the companion picture to 'The Covered Wagon,'" set in the fans' minds.

The two stories, however, are entirely different. "North of 36" is first and last a cattle picture and should be exploited as such. Although there are several of them in the production, it might be well to pass up all use of covered wagons in putting this picture across. There's such a thing as too much of a good thing, you know.

Not so long ago a herd of cattle was driven along Fifth Avenue, New York City. Did everybody stare? We'll say they did just that. In any town such an idea would be a first class exploitation stunt, a distinct novelty. Banners on the animals, "This is no bull," etc.

A cattle show with blue ribbon prizes, etc. Get the school kids with a contest for the best drawings of cow and bull.

Like "The Covered Wagon," "North of 36" is American history. Line up with all the clubs, school organizations, patriotic societies and the like.

Teasers along the line "Go NORTH OF 36" (with arrows pointing to the theatre). "Meet me NORTH OF 36." "What lies NORTH OF 36?"

Teaser campaign could be started with merely the numeral 36. "Watch 36." "What does 36 mean?" "36 is your sign of a good time," and so on.

For a street stunt, a truck bearing a banner, "Apparel for the perfect 36." Also Indians for street work.

Tie-ups with numeral 36: "Apparel for the perfect 36." "36 books that should be in every home." "36 reasons to save money."

With "North of 36" you have one of the most profitable book tie-ups ever offered exhibitors. This story ran as a featured serial in the Saturday Evening Post (circulation 2,500,000) and the novel, published by D. Appleton and Company, is one of the best sellers by this popular author. There will be a special, popular-priced, motion picture edition, illustrated with scenes from the photoplay and with a colored jacket tying up with the Paramount picture gotten out by Grosset and Dunlap. The price is 75 cents. Hop onto this for all you're worth!

NORTH
OF 36

by the author of
"The Covered Wagon"

Read the book
See the picture

Remember the poster teaser campaign on "The

ry of the Linking of the East and West
North and South - Just as the hardy
ard to Open a New Country, So the
gled Northward with Their Great
The Dangers Were Equally Great

state, found herself no better than a dead broke heiress, with no means of disposing of her herds.

But Taisie possessed the true spirit of the pioneers. Word came that way up "North of 36" a market beckoned. With her 4,500 cows, 16 cow hands, 19 kinds of rifles and six-shooters and 115 saddle ponies, Taisie made the start—with all the terrors of the wild, uncharted way ahead.

It is with this desperate adventure that "North of 36" deals. And through this great page one sees the group of rugged, hardy pioneers, a glorious girl at their head, the oxcarts and the sea of long-horn cattle, accomplishing one of the greatest deeds of pioneer bravery and daring.

Forgotten Texas Cattle Trail

Cast

Dan McMasters	Jack Holt
Jim Nabours	Ernest Torrence
Taisie Lockhart	Lois Wilson
Sim Rudabaugh	Noah Beery
Dell Williams	David Dunbar
Cinquo Centavos	Stephen Carr
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into Comanche land. Rudabaugh and his men still behind. They are joined by McMasters. They attack the herd and cause a stampede.

The Comanches, however, are even worse enemies than Rudabaugh. Under chief Yellow Hand they cut the herd to pieces and surround the drivers. Just in time the tiny handful of prisoners are saved by a company of United States cavalry from Fort Sills.

At last Abilene appears in the distance—a cluster of saloons, dance halls and real estate men, wild for the sight of cattle to herald coming prosperity.

An eastern buyer is on hand and at once purchases the herd. Rudabaugh arrives on the train and during the evening uproar when the whole town is celebrating he tries to steal

and fifteen saddle ponies headed boss in all Texas, which is a girl. God bless our home!"—from "North of 36"

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Just at the time Taisie is about to discharge her ranch-hands—because—unable to pay them—visit is paid her by Dan McMasters (Jack Holt), an old friend of the family.

McMasters brings with him the news that a railroad has been built "North of 36" and explains that if a herd of cattle can be driven there, it would bring an enormous profit.

Despite the protests of Ernest Torrence, as Jim Nabours, her faithful ranch foreman, the girl resolves to make the trip.

A complication arises when, on the beginning of the journey, the trunk containing Taisie's scrip to her ranch is stolen and is later found in McMasters' wagon. All indications of the robbery point to his guilt and he is forced to leave in disgrace.

The long trip from southern Texas to Abilene, Kansas, where the railroad has been built, necessitates traveling over unmapped and entirely unexplored country—country on which no white man has ever set foot. They are attacked by Indians, forced to ford swollen streams, and on two occasions the entire herd of four thousand long-horn cattle stampede. Still their spirits are undaunted.

Added to this, Noah Beery, playing the villainous Rudabaugh, has reasons to prevent them from reaching their destination. Three times during the trip he and his men attack Taisie and the handful of cowboys. But each time he is defeated.

When the brave people finally reach their destination many months later they meet another danger, a danger even greater than any of the hundreds experienced on the trip.

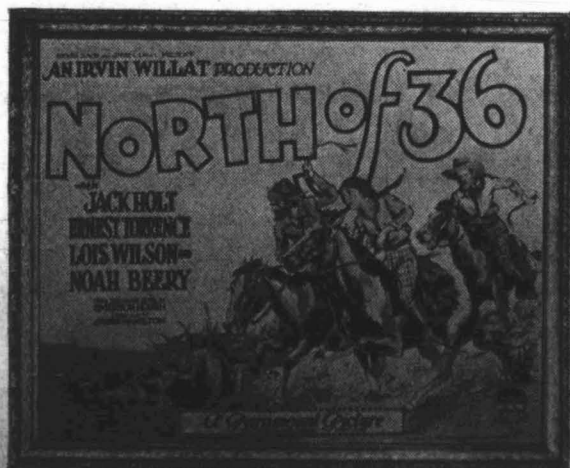
To describe that danger and the final results in words and do it justice would be impossible. To get the real thrill, the real drama, the real significance of the sequence it must be seen on the screen.

"North of 36," adapted from Emerson Hough's Saturday Evening Post serial and novel, opens a days' run next. at the. Theatre.

Holt, Torrence, Miss Wilson and Beery all have featured roles in the cast which includes many other big names in supporting roles.

Here's a high-grade tale of a lost and forgotten cattle trail—of the first cattle drive out of Texas, led by a young girl through the wild, unexplored country to the north, marking the opening of a great north and south pastoral road.

"North of 36" is the companion picture to "The Covered Wagon." And you know what that is!



Colored Lobby Card (22" x 28" A)

of the West Is the First to lead and Cattle from Texas to ' "

Just as "The Covered Wagon" Is a story of the
So is "North of 36" an epic of the North and
Pioneers Battled Their Way Westward to Open
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A Tale of a Forgotten Texas

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for the room. One of the ranches he particularly wants is Taisie's.

The morning the big drive starts a of land scrip, representing the entire hart range, is found in McMasters' wagon had been stolen from her room the night before. All indications point to McMasters the thief and he leaves the outfit in distress and Rudabaugh's

The caravan starts on reaching their destination, knowing that if they do, his chance of obtaining the land will be lost.

On p. 18 over the red river

To Give You an Idea How Big "N

Featured Players—Jack Holt, Ernest Torrence, Lois Wilson, Noah Beery.

Producer—Irvin Willat, who made "The Heritage of the Desert" and the natural-color picture, "Wanderer of the Wasteland."

Author—Emerson Hough, who wrote "The Covered Wagon." This story, like the "Wagon," ran in the Saturday Evening Post.

Scenarist—James Hamilton.

Support—David Dunbar, Stephen Carr, Guy Oliver, William Carroll, Clarence Geldert, George Irving and Ella Miller.

Cameraman—Guy Wilky.

Type of Story—A story with the same sweep as "The Covered Wagon," with a theme just as big and as vital. It is a story of pioneers—a story of Texas, during its most interesting period. The time is directly after the Civil War. The terrific struggle

of the cattlemen to find a market for stock and the hardships endured by the tlers of that state are very clearly shown.

The general theme of the story, the cattle drive, carries one through Texas, Oklahoma and Kansas. "North of 36" is more than a mere picture—just "The Covered Wagon."

Box-Office Value—Little need be about this. "North of 36," by the of "The Covered Wagon," with the tured players of "The Covered Wagon" two of "Wanderer of the Wasteland." This picture has everything—love, adventure, thrills, heart-interest, drama. There is not a single lag in the entire production. Every is a highlight.

The High Spots—The love of Miss Taisie for her "red-headed ranch hands" for the great cattle drive starts. The finding of Miss Taisie's trunk of land scrip in Holt's wagon

The First to lead Her Ranchers from Texas to "North of 36"

"North of 36" is a true epic of the linking of the East and West. It tells the story of the North and South - Just as the hardy pioneers headed to Open a New Country, So the cowboys headed Northward with Their Great Cattle Trail. The Dangers Were Equally Great.

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into Comanche land. Rudabaugh and his men still behind. They are joined by McMasters. They attack the herd and cause a stampede. The Comanches, however, are even worse enemies than Rudabaugh. Under chief Yellow Hand they cut the herd to pieces and surround the drivers. Just in time the tiny handful of prisoners are saved by a company of United States cavalry from Fort Sills. At last Abilene appears in the distance—a cluster of saloons, dance halls and real estate men, wild for the sight of cattle to herald coming prosperity. An eastern buyer is on hand and at once purchases the herd. Rudabaugh arrives on the train and during the evening uproar when the whole town is celebrating he tries to steal Taisie's trunk from her room. McMasters saves the trunk and Rudabaugh is taken into custody and turned over to the Indians who take vengeance out on him for the death of two of their people. McMasters had always been a puzzle to everyone, uncommunicative, silent almost to rudeness. Now he has shown just where he stands. He and Taisie are married and start back to Texas together.

Idea How Big "North of 36" Really Is

of the cattlemen and a market for their stock and the hardships endured by the settlers of that state are very clearly shown. The general theme of the story, the huge cattle drive, carries one through early Texas, Oklahoma and Kansas. "North of 36" is more than a mere picture—just as is "The Covered Wagon." Little need be said about this. "North of 36," by the author of "The Covered Wagon," with two featured players of "The Covered Wagon," "The Water of the Wasteland!" Everything—love, romance, adventure, thrills, heart-interest, humor, drama. There is not a single lagging moment in the entire production. Every scene is a highlight. The love of Miss Wilson's ranch hands, their "red-headed boss," the great cattle drive. The finding of Miss Wilson's trunk of land scrip in Holt's wagon. He

leaves the train in disgrace. The night attack of Beery and his men on the wagons. The first stampede of the cattle. Nothing else has ever been done quite like this. The fording of the Red River on the Texas-Oklahoma border. Holt's treaty of peace with the Comanches. The arrival of the herd in Abilene. Wild celebration. The second stampede started by the blaring brass band in town. This is the punch scene of the production. It contains comedy, thrill—everything. The selling of the cattle to the eastern buyers. The terrific fight between Holt and Beery when the latter again attempts to steal the trunk containing the land scrip. Beery turned over to the Indians. The marriage of Miss Wilson and Holt in the final scene and their exit from Abilene to go back to Texas and join their enormous ranching interests. It's some picture!

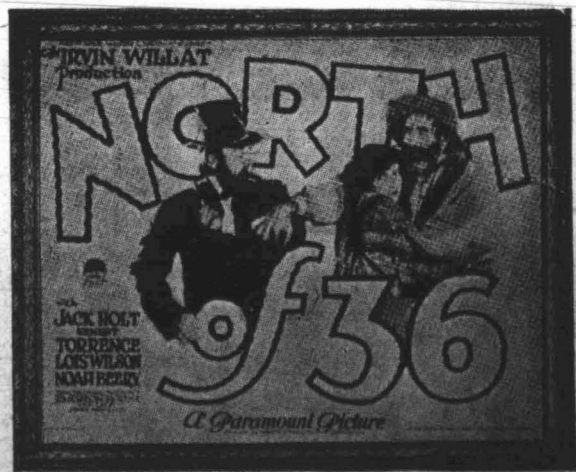
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NORTH OF 36

by the author of
"The Covered Wagon"

Read the book
See the picture

Remember the poster teaser campaign on "The Covered Wagon?" The same idea can be applied to "North of 36." Simply "Coming 'North of 36.'" It was said that "The Covered Wagon" would stand for a long time before a picture would come along to challenge its claim to being the finest example of the motion picture art of the age. "North of 36" does that! Trick ad: "North of 36" or south of the equator, they're going to like this new Paramount picture. Teasers: "The cattle are coming! Look out! Stampede!" These on posts, trees, etc. You can put over an attractive and elaborate lobby display with Indian blankets, rifles, bows and arrows, etc. Dress your ushers as cowboys, your usherettes like Miss Wilson in the picture. "North of 36" is a story of Texas. Hang flags of the Lone Star state all about.



Colored Lobby Card (22" x 28" B)



Irvin Willat's "North of 36" PULL-EM-IN NEWSPAPER P

Clip the stuff you want on this page and send it to the editors. Additional

"North of 36" a Tale of Cattle Trail of Texas

Story of a Great Cattle Drive in Days When Texas Was Broke

(Synopsis Story)

BOYS," says Lois Wilson, "—boys, I'm broke. I'm busted clean and fair."

That's the start of Emerson Hough's novel, "North of 36", which Irvin Willat produced for Paramount on the actual locale of the story as it took place sixty years ago.

At that time, many in the south were bankrupt. Miss Wilson, who plays the part of Taisie Lockhart, owner of the Del Sol ranch in central Texas, is no better off than the rest. Nobody counted their cattle, for cattle couldn't be sold. There was no market, no railroad.

The carpet-baggers at Austin, led by Sim Rudabaugh (Noah Beery) are stealing land scrip, driving off cattle, and dreaming of a day when they will be masters of a great empire in the south.

Then comes word that a railroad has been built as far as Abilene, Kansas. Cattle, it is said, are in demand there at as much as ten dollars a head. Taisie decides desperately to drive all the cattle left by Rudabaugh's raiders to Abilene . . . more than one thousand miles away.

Nobody has ever driven cattle that far. There is no trail. But Ernest Torrence, playing Jim Nabours, the grizzled ranch foreman, and Jack Holt, as Dan McMasters, think that it can be done.

The Start

The start is made with the north star as their only guide. McMasters falls under suspicion. Miss Wilson's trunk containing the scrip that gives her title to the Del Sol ranch disappears and is found in his wagon. Holt won't explain. He is banished from the outfit, dishonored.

Onward moves the herd at its pitiful ten miles a day. Past the Colorado and Brazos river—dangerous swimming for the herd—past Cleburne, Temple, Austin, Waco and Fort Worth Village.

Rudabaugh and his men follow, determined to stop the caravan.

Rudabaugh knows that if the herd reaches Abilene it means immediate money for Texas, for other herds follow. That would mean the end of his empire.

After weary months the herd reaches the Red River in flood time. The cattle, by a miracle, swim across.

Indian Territory
On push the drivers into the dangerous Comanche lands of Indian territory. Rudabaugh and his men are still behind. They have been joined by McMasters after he was dishonored by the caravan. They attack the herd and cause a stampede.

The Comanches, however, are even worse enemies than Rudabaugh. Under Chief Yellow Hand they cut the herd to pieces and surround the drivers. Just in time the tiny handful of pioneers are saved by a company of United States cavalry from Fort Sills.

At last Abilene appears in the distance.

But that is not the end.

Just when fortune is within Miss Wilson's grasp Rudabaugh and his men sweep down upon her once more in one of the most dramatic and colorful climaxes in the history of screen drama. It is a thing that will inscribe itself in the history of one's heart as a thing never to be forgotten.

Here's the second "Covered Wagon" of this generation—just as big a story, just as stupendous a production, by the same author and with a

STAMPEDE!

HOW do you stampede four thousand cattle?

That was one of the many questions faced by Producer Irvin Willat during the filming of Paramount's "North of 36," which is due next . . . at the . . .

Despite the fact that advisory board of ten expert cattle-men was engaged, none of them could evolve a satisfactory solution of the problem.

One man suggested the herd be driven over buried powder and the powder exploded. Mr. Willat turned down this idea, on the premise that several of the animals would be injured. Featured players in the picture—Jack Holt, Ernest Torrence and Noah Beery included—suggested they ride in among the herd shooting revolvers with blank cartridges. This plan was also rejected by Mr. Willat because of the risk to the men.

It remained for an aviator, of Houston, Texas, to come to the rescue. Upon instructions from Mr. Willat, the air pilot swooped his plane over the herd of four thousand long-horns, twenty feet above their heads and a genuine stampede resulted.

There are any number of similar thrills awaiting fans in "North of 36".

Lois Wilson, in the feminine lead, completes the quartette of featured players in the production which is an adaptation of the immensely popular novel by Emerson Hough who also wrote "The Covered Wagon."

Big Scenes Galore in "North of 36" Production

Comparable only, it is said, to the famous journey of the pioneers in James Cruze's "The Covered Wagon" is the huge drive of four thousand cattle in "North of 36," which Irvin Willat produced for Paramount.

In the story, which was written by Emerson Hough, who also wrote "The Covered Wagon", a herd of four thousand long-horn cattle start from the Del Sol ranch in southeastern Texas and, with the north star as their only guide, set out for the railroad at Abilene, Kansas.

Two tremendous stampedes, a river fording scene, back by the Indians and a night of carpet-baggers many thrilling . . .

Featured in the cast of "North of 36", coming to the . . . on . . . are Jack Holt, Ernest Torrence, Lois Wilson and Noah Beery.

Danger! Keep Out! No Trespassing!

Through such signs as these was the only way the Paramount company on location in Texas had of warning possible passers-by of danger to life and limb.

The signs were posted around a ten mile area out on the prairie to prevent possible injury to outsiders in a huge stampede of long-horn cattle in the filming of the Paramount picture, "North of 36."

In the production, directed by Irvin Willat, which was written by Emerson Hough, author of "The Covered Wagon," a tremendous pioneer cattle drive takes place from the grazing lands in the south to the railroads in the north. It is this drive which forms the backbone of the story and it is during the journey that the future of the Lone Star State is decided; if the caravan reaches the north, Texas will be the wealthiest state in the Union; if it

"North of 36" a True Screenplay of Pioneer Days

New Paramount Picture a Colorful Page From U. S. History

NORTH OF 36," by Emerson Hough, depicting all the thrills and hardships of pioneer days on the Texas cattle ranges, has been filmed for Paramount by Irvin Willat, who made the natural-color picture, "Wanderer of the Wasteland" and other classics.

"North of 36" is a tale of the Texas cattle trail, picturing a country wild, almost . . . at the period of the story, roughened and disheartened by the recent Civil War.

Lois Wilson, as Taisie Lockhart, manager of her own vast ranch in Texas, finds herself penniless, with no means of disposing of her herds, her chief asset being the true spirit of the pioneers.

Word comes that way up "north of 36", a market beckons. With her 4,500 cows, 16 cow hands, 19 kinds of rifles and six shooters and 115 cow ponies, Taisie makes the start with all the thrills that the start of the wagon train in Emerson Hough's "The Covered Wagon" evolved.

Through this great panorama one sees groups of ragged sinewy men, the glorious girl at their head, the oxcarts and the sea of long horned cattle, accomplishing one of the greatest deeds of pioneer bravery and daring.

Paramount has furnished a notable cast to visualize the story. It includes Jack Holt, Ernest Torrence, Lois Wilson and Noah Beery in featured roles. The picture opens a . . . days' run next . . . at the . . . Theatre. It's a colorful page from the history of the United States—a second "Covered Wagon"!

Cattle Tale of Days When Texas Was Broke

"North of 36", the new Paramount picture which opens next . . . at the . . . Theatre, is an epic of the stirring and colorful pioneer days that bridged the gap between Indian warfare and America's industrial birth.

The story takes place just after the Civil War—a story of the greatest of all cattle drives from the plains of Texas to the markets of Kansas, then the far-west terminal of civilization.

The tale has an historical as well as a romantic appeal. Miss Wilson, as the young girl who leads her sixteen loyal and devoted cowmen and an immense herd of cattle over an unblazed trail for many hundreds of miles, is a dauntless, courageous character.

There is Jack Holt, the young man who loves her but dare not aspire to her because he is a killer, and who guards her from many perils despite her scorn of him because she believes he is a thief and in league with a ruffian. Rudabaugh (Noah Beery), commands interest and admiration throughout.

There is the tracking of a murderer, political intrigue, perilous fording of swollen rivers, stampeding cattle, an encounter with Indians, love—the story has all the elements of a stirring picture, with the colorful, picturesque background of the days following the Civil War, when this country was in the throes of a grim reconstruction.

Ernest Torrence, playing Jim Nabours, Taisie's (Miss Wilson) ranch foreman, completes the quartette of featured players in the production.

Other big names in the cast are David Dunbar, Stephen Carr, Guy Oliver, Wm. Carroll, Clarence Geldart, George Irving and Ella Miller.

Irvin Willat directed the production which was adapted from the

P. eviews

Review No. 1)

TEXAS—plenty of cattle, market—result: every-

body but these few words one finds his way well into the story of "North of 36", the new Paramount picture which is the feature at the Theatre all this week.

The story is an adaptation by James Hamilton of the popular novel by Emerson Hough, author of "The Covered Wagon" and "Wanderer of the Wasteland". Jack Holt, Ernest Torrence, Lois Wilson and Noah Beery are in the leading roles.

The story is one of the wildest of adventures, and by Taisie Lockhart (Lois Wilson), red-headed, orphan and beautiful young owner of one of the largest ranches in Texas, across unmappe plans to Abilene, the market to the north.

The difficulties encountered on the way are without number—Indians, stampedes, floods, storms. A trunkful of stolen land scrip starts all the trouble, and the isle's own attractiveness almost makes matters time and again.

Holt, as I am often questioned, his character is a puzzle. He couldn't be, for with his and Taisie's marriage, and Rudabaugh (Noah Beery) the villain, gets what's coming to him. The cattle are sold at a enormous profit and Texas is saved and red-headed.

Ernest Torrence, as Jim Nabours, Taisie's ranch foreman and self-appointed guardian, even remembering his characterization of the scout, Jack Holt, in "The Covered Wagon", we do not hesitate to say that this is his first role, by far.

For the skeptic who still thinks that the "Covered Wagon" was merely a flash in the pan and couldn't be duplicated in a big moon, we say "See 'North of 36'".

There's a high class cast playing in support of the leading players.

(Review No. 2)

Thousands in cattle, but not a cent in the bank—that the way the Texans found themselves in the days of reconstruction followed the

The only thing that made the boom was a market when the news of such a market in "north of 36" was!

Forty-five hundred cows, sixteen more or less human hands, 11 saddle ponies and the rest, with young Taisie Lockhart, boss of the ranch, at their head, it the trail through Indian territory, though fire and water and after months to little Kansas town, we might call it such, that was to mean their salvation.

We couldn't begin to mention her trials, the sufferings this little band ships the drive. Though known as the famous covered wagons west, cattle drive was no an adventure.

"The Covered Wagon" many people thought and "North of 36" a lat production for Paramount yesterday at Theatre, is its twin.

The cast portraying the principal roles is in keeping with the story. Jack Holt, Ernest Torrence, Lois Wilson and Noah Beery are featured. Other players appear in support. Emerson Hough, author of the "Wagon", wrote the

What's "North of 36" Newspaper Publicity Stories

and it to the editors. Additional press sheets at your exchange if you need them.



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The story is in the leading roles. adventures, some of the wildest of (Lois Wilson) by Taisie Lockhart and beautiful red-headed, orphan the largest ranch owner of one of unmapped places in Texas, across market to the hills to Abilene, the The difficulty is that the way are with encountered on the stampedes, flood number—Indians, of stolen lands, storms. A trunkful trouble, and trip starts all the tiveness almost isle's own attrac- and again. tions matters time

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All-Star Cast in Paramount Version of "North of 36"

Jack Holt, Ernest Torrence, Lois Wilson, and Noah Beery Featured

WHEN a motion picture company assembles four of its biggest box office stars for one production it can mean only one thing—that that company has faith in the story and believes it has public appeal.

Just one thing has been done for the Paramount production, "North of 36", produced by Irvin Willat, which will be the feature at the Theatre for next days opening on next. Jack Holt, as Dan McMasters, plays a role that will hold one enthralled, the role of a stern and fearless man—yet beneath the surface possessing the gentle qualities that go to make him beloved by all.

Ernest Torrence, scout of "The Covered Wagon", has fully as interesting a part in this picture. As Jim Nabours, ranch foreman, he is given an opportunity for a characterization entirely different and far superior to anything he has done in his entire career.

Lois Wilson, as the orphaned ranch-owner, Taisie Lockhart, offers a characterization that is a combination of sincerity, loveliness, determination and grit.

Noah Beery, playing Sim Rudabaugh, the villainous state treasurer, is a type exact in every detail.

All the above mentioned appear in featured roles in the production. A few of the big names playing in support include David Dunbar, Stephen Carr, Guy Oliver, Wm. Carroll, Clarence Geldart, George Irving and Ella Miller.

The picture is an adaptation by James Hamilton of the popular novel by the late Emerson Hough, author of "The Covered Wagon".

"North of 36," Hough Novel, Paramount Film

"North of 36" is a film with as many hair-raising thrills as there are feet of film.

Produced by Irvin Willat from the novel by Emerson Hough and featuring Jack Holt, Ernest Torrence, Lois Wilson, and Noah Beery in the leading roles, "North of 36" opens a... days' run next... at the Theatre.

Here's a story of the pioneers—a story of Texas, that'll knock you right off your feet. The time is directly after the Civil War when the Lone Star state was almost broke and at a loss for a market for its herds.

Word comes through that such a market is to be found far up "north of 36" and a girl is the first to undertake the perilous venture—and Texas is saved.

If there ever was a real honest-to-goodness rival of "The Covered Wagon", this is it! The pictures are the same as far as bigness of production is concerned, but the stories are entirely different.

See them both and it will be hard to make a choice between them!

"North of 36" Due

The Irvin Willat-Paramount production "North of 36", a screen version of the novel by Emerson Hough, author of "The Covered Wagon", opens a... days' run next... at the Theatre.

Jack Holt, Ernest Torrence, Lois Wilson and Noah Beery are featured

DAREDEVIL

Swimming her horses across a river in the very face of a herd of wild long-horn steers was the remarkable feat performed by Lois Wilson, the "Covered Wagon" girl, for the Paramount screen featured version of the Emerson Hough story, "North of 36".

The scene, which was taken in connection with a tremendous cattle drive for the production, shows the crossing of the Red River by a caravan of four thousand long-horn steers, twelve oxen and thirty-two cow-boys.

Despite the fact that she was warned of being dismounted in mid-stream by the steers and drowned, Miss Wilson insisted on swimming the river herself rather than use a double.

"It was one of the greatest bits of pluck I have ever seen," declared Producer Irvin Willat after she had reached the bank in safety. "I know of few girls who would have had the courage to do it."

Miss Wilson is featured in the production, which comes to the Theatre for a run of... days on... next, with Jack Holt, Ernest Torrence and Noah Beery. James Hamilton wrote the screen play.

Biggest Cattle Drive in History in "North of 36"

The final long-horn cattle drive in the history of the world took place recently when the last great herd—over four thousand in number—started from Texas, towards the railroad in Abilene, Kansas.

The journey was made in connection with the filming of the historical Emerson Hough novel, "North of 36", an Irvin Willat production for Paramount, coming to the Theatre next.

Headed by Lois Wilson, Jack Holt, Ernest Torrence, and Noah Beery, who have featured roles in the production, and followed by an army of cowboys, chuck-wagons, oxen and Indian guides, the tremendous herd of long-horns swung out of the big ranch-yard and started across country in the direction of Abilene.

The herd of 4,000 long horns is the only remaining one in the world—stock men having replaced them with a superior breed of beef. According to the owner of the cattle, the drive is the first one of its kind in almost forty years. It will also be the last. Almost immediately after "North of 36" was completed he marketed the stock.

"North of 36" was adapted for the screen by James Hamilton. The screen play is said to be the book brought to life.

There's a high class cast playing in support of the principals.

Who's Zoo in "North of 36," Western Thriller

More animals were used in "North of 36" than any other picture ever produced! That is the statement of Irvin Willat, who produced the picture for Paramount. The claim is substantiated by the following list:

4300 long-horn cattle, 212 calves, 12 oxen, 52 horses, 12 mules, 232 buffalo, 24 deer, 12 elk, 16 dogs, 4 wild-cat, 1 wolf, 16 rabbits, 36 wild turkey, 4 fighting cock, 42 chickens, 1 covey quail and 4 rattlesnakes.

Texas-1867 Scene of "North of 36", Paramount Film

Directed by Irvin Willat
From Famous Novel by
Emerson Hough

(Synopsis Story)

Great marches mark the history of the making of the United States.

The first was the trip of the covered wagons across the plains and mountains from Missouri to Oregon in 1849.

The second, although of equal importance, is not so well known.

It is the journey of the early Texas settlers, driving their cattle from the ranches in southern Texas to the railroad in the north.

It is this latter journey which forms the theme of "North of 36," an Irvin Willat production for Paramount, coming to the Theatre next. The story of "North of 36", adapted by James Hamilton, appears on the screen as a faithful picturization of the epic story by Emerson Hough, who also wrote "The Covered Wagon".

The story opens in Texas in 1867. Cattle without number roam the ranges, but their owners are practically penniless, for there is no market for their herds.

Everything looks pretty black when news comes through that up "north of 36" where a railroad has been built the cattle can be sold at an enormous profit by anyone braving the dangers of the trackless plains, the Indian menace, swollen streams, and a hundred and one other lurking perils.

Taisie Lockhart (Lois Wilson), orphan, young, beautiful and hereditary chieftainess of one of the largest and wealthiest (in cattle) ranges in the Lone Star state, decides to risk the venture and with her 4,500 long-horns, 16 cow hands, 115 saddle ponies, etc., she hits the trail.

Obstacle after obstacle is placed in their path. Over every hill a new and unforeseen menace awaits them. Day after day they travel in the scorching heat across rivers and over Indian country. "North of 36" is their cry.

How, after months of hardships, they finally reach the railroad town and the ultimate results following their arrival will go down in screen history as a thing never to be forgotten.

In addition to the four featured players, Jack Holt, Lois Wilson, Ernest Torrence and Noah Beery, the cast includes such well-known players as David Dunbar, Stephen Carr, Guy Oliver, Wm. Carroll, Clarence Geldert, Ella Miller and George Irving.

Last Times Today

The final showings of the Paramount picture, "North of 36", which has been the feature at the Theatre all this week, will take place there today. It is an Irvin Willat production, an adaptation of Emerson Hough's novel and features Jack Holt, Ernest Torrence, Lois Wilson and Noah Beery.

Here's a real picture—with two of the featured players of "The Covered Wagon" and two of the leading players and the director of "Wanderer of the Wasteland".

You can't help but enjoy it!

by Slim Rudabaugh (Noah Beery) are stealing land scrip, driving off cattle, and dreaming of a day when they will be masters of a great empire in the south.

Then comes word that a railroad has been built as far as Abilene, Kansas. Cattle, it is said, are in demand there at as much as ten dollars a head. Taisie decides desperately to drive all the cattle left by Rudabaugh's raiders to Abilene more than one thousand miles away.

Nobody has ever driven cattle that far. There is no trail. But Ernest Torrence, playing Jim Nabours, the grizzled ranch foreman, and Jack Holt, as Dan McMasters, think that it can be done.

The Start

The start is made with the north star as their only guide. McMasters falls under suspicion. Miss Wilson's trunk containing the scrip that gives her title to the Del Sol ranch disappears and is found in his wagon. Holt won't explain. He is banished from the outfit, dishonored.

Onward moves the herd at its pitiful ten miles a day. Past the Colorado and Brazos river—dangerous swimming for the herd—past Cleburne, Temple, Austin, Waco and Fort Worth Village.

Rudabaugh and his men follow, determined to stop the caravan.

Rudabaugh knows that if the herd reaches Abilene it means immediate trouble for Texas, for other herds follow. That would mean the end of the trail.

After weary months the herd reaches the Red River in flood time. The cattle, by a miracle, swim across.

Indian Territory

On push the drivers into the dangerous Comanche lands of Indian territory. Rudabaugh and his men are still behind. They have been joined by McMasters after he was dishonored by the caravan. They attack the herd and cause a stampede.

The Comanches, however, are even worse enemies than Rudabaugh. Under Chief Yellow Hand they cut the herd to pieces and surround the drivers. Just in time the tiny handful of pioneers are saved by a company of United States cavalry from Fort Sills.

At last Abilene appears in the distance.

But that is not the end.

Just when fortune is within Miss Wilson's grasp Rudabaugh and his men sweep down upon her once more in one of the most dramatic and colorful climaxes in the history of screen drama. It is a thing that will inscribe itself in the history of one's heart as a thing never to be forgotten.

Here's the second "Covered Wagon" of this generation—just as big a story, just as stupendous a production, by the same author and with a cast that spells perfection.

There's not a red-blooded American in the land that's going to miss this one.

"North of 36" Pictures Thrills of Pioneer Days

The journey of Columbus across the Atlantic in 1492 required no

more courage than the trip made by the pioneers of the south in their attempt to establish a definite trail between Texas and the railroads in Kansas.

The first caravan traveling from the Gulf of Mexico to northern United States faced fearful odds—Indians, Carpet-baggers, floods, fire, wild animals, and many more obstacles described in Emerson Hough's historical novel, "North of 36," which Irvin Willat produced in picture form for Paramount.

Like Columbus, the first caravan had no guide save the compass and stars. Nobody had ever been over the trail before. Those who had attempted never returned to tell the tale. What happened, nobody ever knew.

In "North of 36," the first journey from the south to the north is told upon the screen scene for scene as it actually occurred sixty one years ago. Nothing has been left out, nothing added. The true story of the hardships and suffering of the brave band was so thrilling that it required no change to achieve the supreme in drama.

Prominent in the cast of "North of 36" are Jack Holt, Ernest Torrence, Lois Wilson, the "Covered Wagon" girl, and Noah Beery.

The picture opens a days' run at the Theatre on next.

Mr. Willat, the air pilot swooped his plane over the herd of four thousand long-horns twenty feet above their heads and a genuine stampede resulted.

There are any number of similar thrills awaiting fans in "North of 36".

Lois Wilson, in the feminine lead, completes the quartette of featured players in the production which is an adaptation of the immensely popular novel by Emerson Hough who also wrote "The Covered Wagon."

Big Scenes Galore in "North of 36" Production

Comparable only, it is said, to the famous journey of the pioneers in James Cruze's "The Covered Wagon" is the huge drive of four thousand cattle in "North of 36," which Irvin Willat produced for Paramount.

In the story, which was written by Emerson Hough, who also wrote "The Covered Wagon," a herd of four thousand long-horn cattle start from the Del Sol ranch in south-eastern Texas and, with the north-star as their only guide, set out for the railroad at Abilene, Kansas.

Two tremendous impedes, a river fording scene, Indians and a night of carpet-baggers many thrilling scenes during the journey.

Featured in the cast of "North of 36", coming to the on are Jack Holt, Ernest Torrence, Lois Wilson and Noah Beery.

Danger! Keep Out! No Trespassing!

Through such signs as these was the only way the Paramount company on location in Texas had of warning possible passers-by of danger to life and limb.

The signs were posted around a ten mile area out on the prairie to prevent possible injury to outsiders in a huge stampede of long-horn cattle in the filming of the Paramount picture, "North of 36."

In the production, directed by Irvin Willat, which was written by Emerson Hough, author of "The Covered Wagon," a tremendous pioneer cattle drive takes place from the grazing lands in the south to the railroads in the north. It is this drive which forms the backbone of the story and it is during the journey that the future of the Lone Star State is decided; if the caravan reaches the north, Texas will be the wealthiest state in the Union; if it fails, it will be bankrupt.

Featured in the cast of "North of 36" coming next to the Theatre, are Jack Holt, Ernest Torrence, Lois Wilson, the "Covered Wagon" girl and Noah Beery.

The cattle stampedes (there are two of them in the picture) are genuine thrills—and but two of many big scenes in the production.

What the Critics Think of the Book

Public Ledger (Philadelphia)—"An epic of the border. It is the sort of 'history' that men will read."

New York Herald—"Mister Hough's wild West is unmitigatedly the real outdoors."

New York Times—"It is chiefly in the spirit of romance that this tale of the northward trek of the cattle herds of the Southwest was written."

Time—"Few average readers will be able to summon up any sort of a yawn over 'North of 36'. It has all the usual appurtenances of 'Western' fiction—but it has something more. The man who wrote it knew the country and the people he wrote about as most 'Western' writers do not—conscientiousness, craftsmanship and sincerity are evident throughout the novel."

And what a picture Paramount has made of it!

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Cattle Tale of Days When Texas Was Broke

"North of 36", the new Paramount picture which opens next at the Theatre, is an epic of the stirring and colorful pioneer days that bridged the gap between Indian warfare and America's industrial birth.

The story takes place just after the Civil War—a story of the greatest of all cattle drives from the plains of Texas to the markets of Kansas, the far-west terminal of civilization.

The tale has an historical as well as a romantic appeal. Miss Wilson, as the young girl who leads her sixteen loyal and devoted cowmen and an immense herd of cattle over an unblazed trail for many hundreds of miles, is a dauntless, courageous character.

There is Jack Holt, the young man who loves her but dare not aspire to her because he is a killer, and who guards her from many perils despite her scorn of him because she believes he is a thief and in league with a ruffian. Rudabaugh (Noah Beery), commands interest and admiration throughout.

There is the tracking of a murderer, political intrigue, perilous fording of swollen rivers, stampeding cattle, an encounter with Indians, love—the story has all the elements of a stirring picture, with the colorful, picturesque background of the days following the Civil War, when this country was in the throes of a grim reconstruction.

Ernest Torrence, playing Jim Nabours, Taisie's (Miss Wilson) ranch foreman, completes the quartette of featured players in the production.

Other big names in the cast are David Dunbar, Stephen Carr, Guy Oliver, Wm. Carroll, Clarence Geldart, George Irving and Ella Miller.

Irvin Willat directed the production which was adapted for the screen by James Hamilton from Emerson Hough's great novel.

Here's real entertainment!

No Bull!

A bull in a china shop isn't nearly so dangerous as a long-horn steer in a dance hall.

This fact was proven at the Para-

mount studio during the filming of Emerson Hough's "North of 36", directed by Irvin Willat.

The scene follows a cattle stampede through the streets of Abilene, Kansas, in 1867. One of the steers rushes into the dance hall and attacks the occupants.

The theme of "North of 36" is based on a huge drive of four thousand cattle from south-eastern Texas to Abilene, Kansas. For this drive the company, including Jack Holt, Ernest Torrence, Lois Wilson and Noah Beery, were on location over eight weeks in Texas. It's one of the biggest scenes ever brought to the screen.

If you liked "The Covered Wagon", you'll like this one, too. It's just as big, just as magnificently staged, just as entertaining. Don't miss it on your life!

Held Over

"North of 36", the Irvin Willat production for Paramount which opened last at the and which was to have closed its run this evening, will be held over for another day so that there will be no disappointed fans in Jack Holt, Ernest Torrence, Lois Wilson and Noah Beery are featured in the production which is the screen version of the novel by Emerson Hough, who wrote "The Covered Wagon".

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No Price Advance

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GAVIN, THOMAS	GEYER, ERNEST
HAWN, GAVIN C.	HELLMAN, JACK
KANTNER, OSCAR	MC CONVILLE, JOHN
MENDELSSOHN, WM.	MOON, RUSSELL B.
RENAUD, KENNETH	RICKETSON, RICK
ROBSON, WM.	SHEILD, CORBIN
SWIFT, HARRY	TAYLOR, WM. A.
THOMAJAN, F. A.	WALL, EDWARD J.
WAGNER, CHAS. E.	WATERSTREET, IRVING
WHELAN, LESLIE	WREST, JAMES M.

the gentle qualities that go to make him beloved by all.

Ernest Torrence, scout of "The Covered Wagon", has fully as interesting a part in this picture. As Jim Nabours, ranch foreman, he is given an opportunity for a characterization entirely different and far superior to anything he has done in his entire career.

Lois Wilson, as the orphaned ranch-owner, Taisie Lockhart, offers a characterization that is a combination of sincerity, loveliness, determination and grit.

Noah Beery, playing Sim Rudabaugh, the villainous state treasurer, is a type exact in every detail.

All the above mentioned appear in featured roles in the production. A few of the big names playing in support include David Dunbar, Stephen Carr, Guy Oliver, Wm. Carroll, Clarence Geldart, George Irving and Ella Miller.

The picture is an adaptation by James Hamilton of the popular novel by the late Emerson Hough, author of "The Covered Wagon".

"North of 36," Hough Novel, Paramount Film

"North of 36" is a film with as many hair-raising thrills as there are feet of film.

Produced by Irvin Willat from the novel by Emerson Hough and featuring Jack Holt, Ernest Torrence, Lois Wilson, Noah Beery, in the leading roles, "North of 36" opens at the... Theatre.

Here's a story of the pioneers—a story of Texas, that'll knock you right off your feet. The time is directly after the Civil War when the Lone Star state was almost broke and at a loss for a market for its herds.

Word comes through that such a market is to be found far up "North of 36" and a girl is the first to undertake the perilous venture—and Texas is saved.

If there ever was a real honest-to-goodness rival of "The Covered Wagon", this is it! The pictures are the same as far as bigness of production is concerned, but the stories are entirely different.

See them both and it will be hard to make a choice between them!

"North of 36" Due

The Irvin Willat-Paramount production "North of 36", a screen version of the novel by Emerson Hough, author of "The Covered Wagon", opens at the... Theatre.

Jack Holt, Ernest Torrence, Lois Wilson and Noah Beery are featured in an all-star cast.

The story is one of the greatest cattle drive ever made out of Texas and the picture is said to equal the "Wagon" in plot, and scenic beauty.

Noah Beery head the cast in featured roles. Irvin Willat directed.

"North of 36" is a gripping pioneer tale of the greatest cattle drive ever made out of Texas in the days that followed the Civil War, 1867 to be exact.

Critics speak of it in the same breath as "The Covered Wagon"—and you'll agree with them that it's just as fine and entertaining a production.

PARAMOUNT EXPLOITEERS	
trained showmen assigned each Paramount exclusively for the purpose of helping you put your picture to touch with your exploiteer:	
134 Meadow St.	New Haven, Conn.
Pioneer & Broadway,	Cincinnati, O.
302 Jefferson St.	Dallas, Tex.
2017 Third Ave.	(and San Antonio, Tex.)
110 North Lee St.	Seattle, Wash.
3721 Washington Blvd.	(and Portland, Ore.)
110 West 18th St.	Jacksonville, Fla.
514 Luckie St.	(and Charlotte, N. C.)
62 N. State St.	St. Louis, Mo.
1610 Davenport St.	Kansas City, Mo.
201 Golden Gate Ave.	Atlanta, Ga.
8 Shawmut St.	Wilkes-Barre, Pa.
1563 East 21st St.	Minneapolis, Minn.
1327 S. Wabash Ave.	(and Sioux Falls, S. D.)
2949 Cass Ave.	San Francisco, Cal.
1625 Court Place	Boston, Mass.
1018 Forbes St.	(and Portland, Me.)
331 West 44th St.	Cleveland, O.
954 S. Olive St.	Chicago, Ill.
514 W. Grand Ave.	Detroit, Mich.
113 S. Monroe St.	Denver, Colo.
1101 N. Capitol Ave.	(and Salt Lake City, Utah)
251 N. 5th St.	Pittsburgh, Pa.
38 So. Capitol Ave.	New York, N. Y.
1219 Vine St.	(and Albany, N. Y.)
1100 First Ave. N.	Los Angeles, Cal.
	Oklahoma City, Okla.
	Peoria, Ill.
	Washington, D. C.
	Columbus, Ohio.
	Indianapolis, Ind.
	(and Louisville, Ky.)
	Philadelphia, Pa.
	Omaha, Nebraska.
	(and Des Moines, Iowa)

after she had reached the bank in safety. "I know of few girls who would have had the courage to do it."

Miss Wilson is featured in the production, which comes to the... Theatre for a run of... days on... next, with Jack Holt, Ernest Torrence and Noah Beery. James Hamilton wrote the screen play.

Biggest Cattle Drive in History in "North of 36"

The final long-horn cattle drive in the history of the world took place recently when the last great herd—over four thousand in number—started from Texas, towards the railroad in Abilene, Kansas.

The journey was made in connection with the filming of the historical Emerson Hough novel, "North of 36", an Irvin Willat production for Paramount, coming to the... next.

Headed by Lois Wilson, Jack Holt, Ernest Torrence, and Noah Beery, who have featured roles in the production, and followed by an army of cowboys, chuck-wagons, oxen and Indian guides, the tremendous herd of long-horns swung out of the big ranch-yard and started across country in the direction of Abilene,

The herd of 4,000 long horns is the only remaining one in the world—stock men having replaced them with a superior breed of beef. According to the owner of the cattle, the drive is the first one of its kind in almost forty years. It will also be the last. Almost immediately after "North of 36" was completed he marketed the stock.

"North of 36" was adapted for the screen by James Hamilton. The screen play is said to be the book brought to life.

There's a high class cast playing in support of the principals.

Who's Zoo in "North of 36," Western Thriller

More animals were used in "North of 36" than any other picture ever produced! That is the statement of Irvin Willat, who produced the picture for Paramount. The claim is substantiated by the following list:

- 4300 long-horn cattle, 212 calves, 12 oxen, 52 horses, 12 mules, 232 buffalo, 24 deer, 12 elk, 16 dogs, 4 wild-cat, 1 wolf, 16 rabbits, 36 wild turkey, 4 fighting cock, 42 chickens, 1 covey quail and 4 rattlesnakes.

—and this, added to the fact that Jack Holt, Ernest Torrence, Lois Wilson and Noah Beery are featured in the leading roles of the production, which is an adaptation of the novel by Emerson Hough ("Hough also wrote "The Covered Wagon"), gives one a fair idea of the bigness of the picture.

David Dunbar, Stephen Carr, George Irving and Ella Miller are among the more prominent players in the strong cast playing in support. "North of 36" is a real knockout!

Tough for Noah

Noah Beery is looking terrible! So terrible, in fact, that his own wife has refused to be seen with him on the street.

Beery, who plays the heavy role in the Emerson Hough story, "North of 36", which Irvin Willat produced for Paramount, is required to wear a long, ragged beard in the production.

Prior to raising the growth, Beery, his wife and son, made a trip to San Francisco and while there he started the crop of lace curtains. As time went on, and he began looking more and more terrible, he started to hear whispered comments as he passed people on the street.

It finally reached the stage where Mrs. Beery refused to be seen in public with him. In the end, the family was forced to return to Hollywood where beard raising is a common occurrence and where people would recognize him.

The cast of "North of 36", which will be shown next... and... at the... Theatre, features Jack Holt, Ernest Torrence, Lois Wilson and Noah Beery.

from the ranches in southern Texas to the railroad in the north.

It is this latter journey which forms the theme of "North of 36", an Irvin Willat production for Paramount, coming to the... Theatre next... The story of "North of 36", adapted by James Hamilton, appears on the screen as a faithful picturization of the epic story by Emerson Hough, who also wrote "The Covered Wagon."

The story opens in Texas in 1867. Cattle without number roam the ranges, but their owners are practically penniless, for there is no market for their herds.

Everything looks pretty black when news comes through that up "north of 36" where a railroad has been built the cattle can be sold at an enormous profit by anyone braving the dangers of the trackless plains, the Indian menace, swollen streams, and a hundred and one other lurking perils.

Taisie Lockhart (Lois Wilson), orphan, young, beautiful and hereditary chieftainess of one of the largest and wealthiest (in cattle) ranges in the Lone Star state, decides to risk the venture and with her 4,500 long-horns, 16 cow hands, 115 saddle ponies, etc., she hits the trail.

Obstacle after obstacle is placed in their path. Over every hill a new and unforeseen menace awaits them. Day after day they travel in the scorching... across rivers and over... Indian country. "North of 36" their cry.

How, after months of hardships, they finally reach the railroad town and the ultimate results following their arrival will go down in screen history as a thing never to be forgotten.

In addition to the four featured players, Jack Holt, Lois Wilson, Ernest Torrence and Noah Beery, the cast includes such well-known players as David Dunbar, Stephen Carr, Guy Oliver, Wm. Carroll, Clarence Geldert, Ella Miller and George Irving.

Last Times Today

The final showings of the Paramount picture, "North of 36", which has been the feature at the... Theatre all this week, will take place there today. It is an Irvin Willat production, an adaptation of Emerson Hough's novel and features Jack Holt, Ernest Torrence, Lois Wilson and Noah Beery.

Here's a real picture—with two of the featured players of "The Covered Wagon" and two of the leading players and the director of "Wanderer of the Wasteland".

You can't help but enjoy it!

Program Paragraphs About the Players

An engineer, a rancher, a miner and a freighter of government mails in the frozen wilderness of Alaska.

That's a thumb-nail sketch of the life of Jack Holt, Paramount featured player, who has the hero role in Emerson Hough's "North of 36", due here next.

With such a background, is it any wonder Holt has little difficulty playing roles depicting men of the open?

Noah Beery, who plays the role of a carpetbagger in Emerson Hough's "North of 36", an Irvin Willat production for Paramount filmed in Texas, declares many of the pioneers of that state actually hated him because he portrayed the role. It was to the carpetbaggers in the old days that Texas owed its poverty, and many of the natives have not forgotten it.

A master musician, a singer, a musical comedy star and a farce comedian were Ernest Torrence's experiences prior to his becoming a Paramount featured player. Torrence is featured in Emerson Hough's "North of 36", which Irvin Willat produced for Paramount.

"Keep your feet on the ground and your head out of the clouds", is the slogan Lois Wilson has hanging in her dressing room at the Paramount studio.

A heroic he-man, a dyed in the sheep's fur villain, and an inimitable comedian are just a few of the many roles Ernest Torrence, Paramount featured player, has enacted in the past year. He is featured in Emerson Hough's "North of 36", produced by Irvin Willat.

Adolph Zukor and Jesse L. Lasky
present

"North of 36"

with
Jack Horn
Ernest Torrence
Lois Wilson
Noah Berry

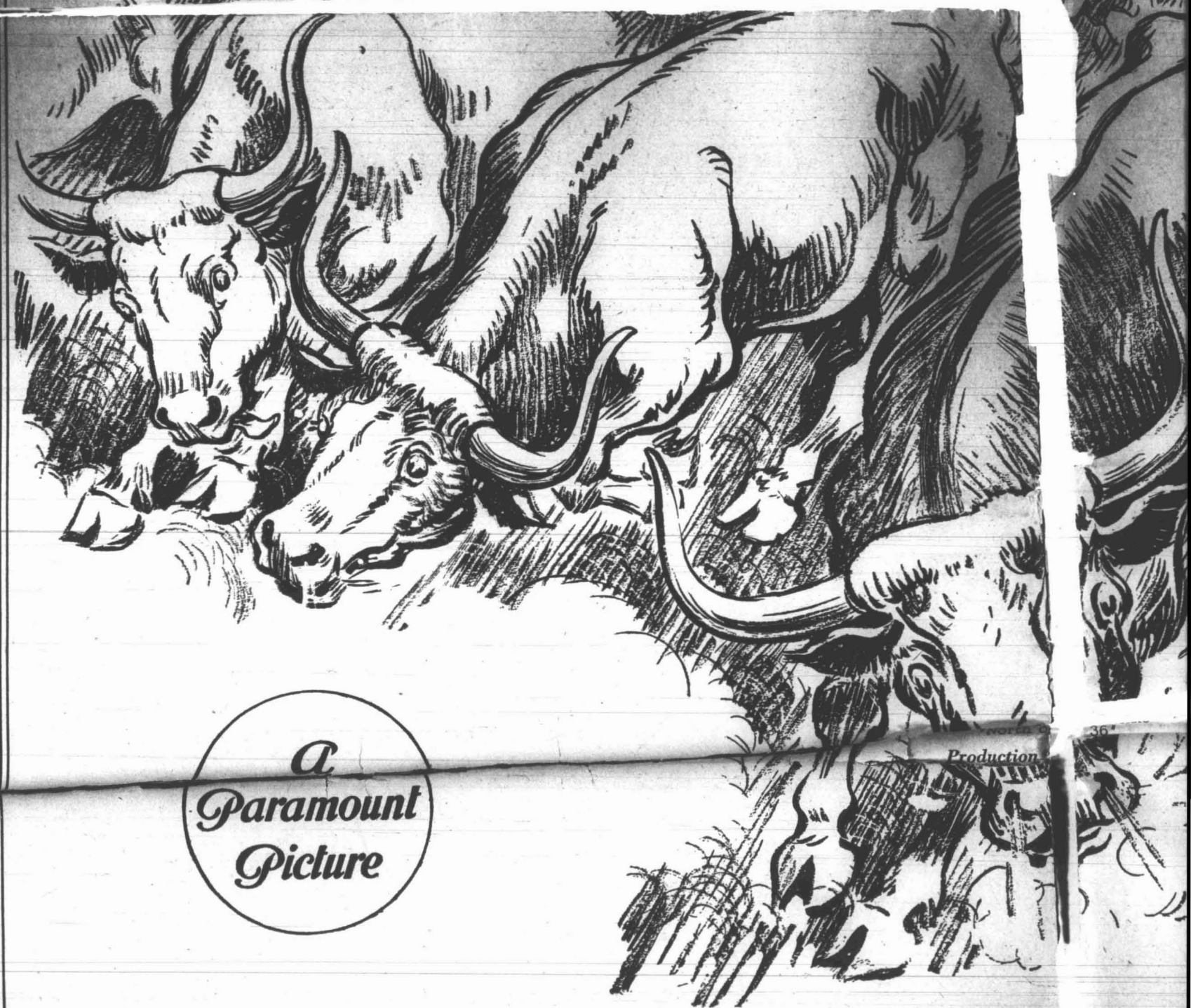


with/
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Noah Berry



An
IRVIN WILLIAT

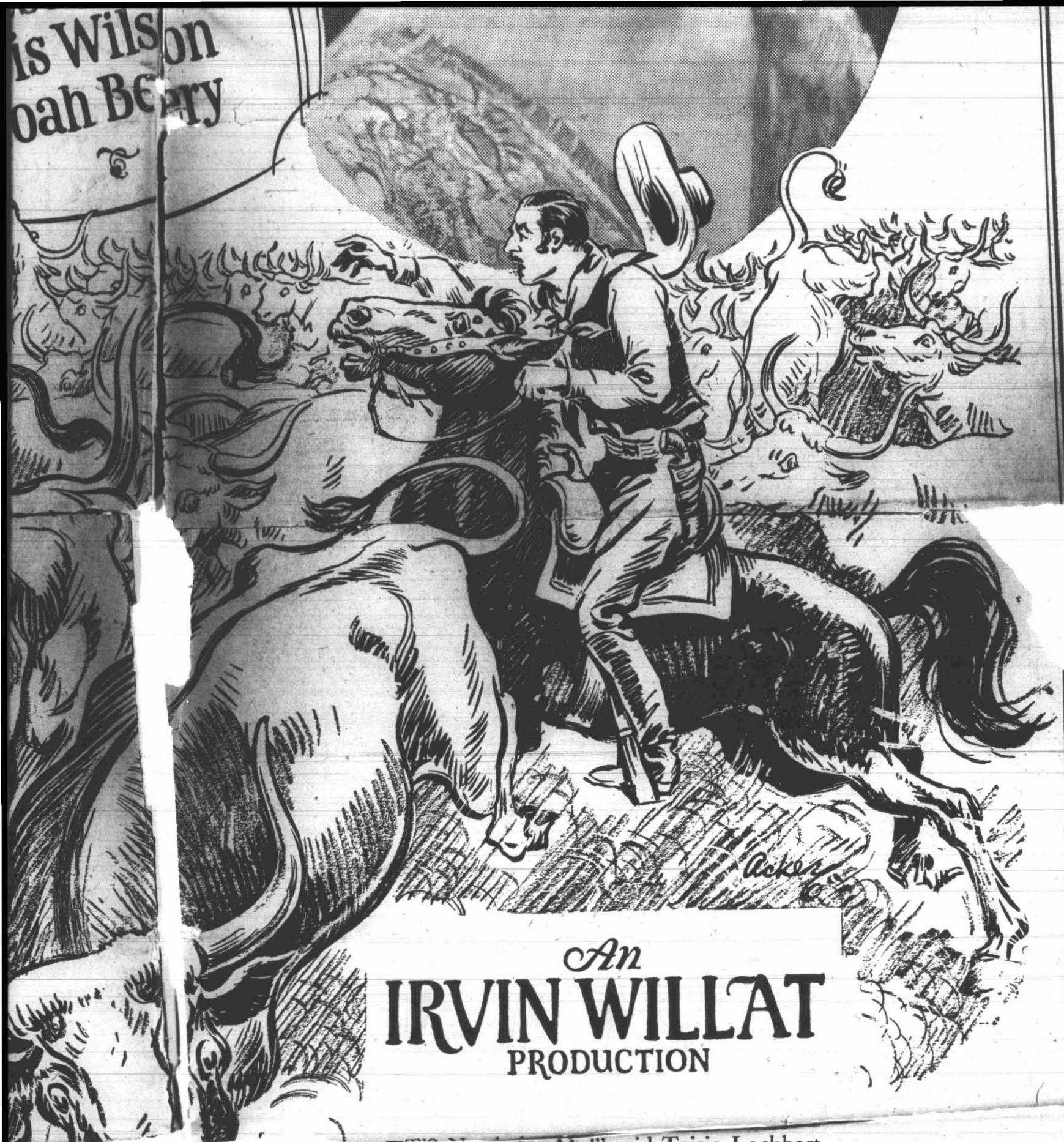
Lois Wilson
Noah Berry



*A
Paramount
Picture*

Theatre Name
and Playing Dates

is Wilson
oah Berry



An
IRVIN WILLAT
PRODUCTION

IT'S North for Me!" said Taisie Lockhart, when news came of a cattle market "North of 36." And a handful of faithful, fearless cowhands went with her.

Across a thousand miles of dangerous, unblazed trail—driving a herd of 4,500 cattle.

Crossing turbulent rivers, fighting fierce stampedes of the maddened longhorns, resisting furious Indian attacks and desperate outlaws. And finally struggling through to glorious victory.

Here is the most enthralling story of the pioneer West since "The Covered Wagon."—and the most appealing romance.

If you're a real American, you'll see it!

By the author of "The Covered Wagon"



Irvin Willat's Production "N HEAVY ARTILLERY TO CAR

A Picture Worth All the Advertising

Showmen! Use This DeLuxe Herald!



An
IRVIN WILLAT
PRODUCTION
WITH
JACK HOLT
ERNEST TORRENCE
LOIS WILSON
NOAH BEERY
From the famous novel by
EMERSON HOUGH
Screen play by
JAMES HAMILTON
P. M. P. 2-13-30 BY
ADOLPH ZUKOR & LASKY
A Paramount Picture

North of 36

Remember the smashing pralld Para-
mount got out on "The Covered Wagon?"

Here's one that will c and just as
much attention, that will sell ti ust as
fast.

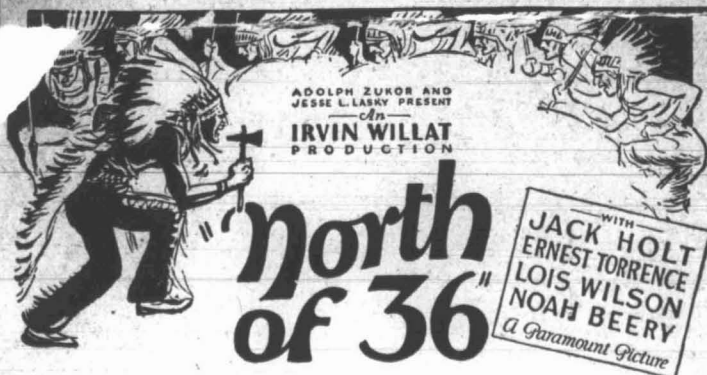
Have you ever seen a better ver? Just
glance at the 4 1/2" x 6" original at your ex-
change, beautifully printed in striking colors.

Double-page center spread is reaty with
big scenes and great talk.

Plenty of blank space on the back page
for theatre name, dates, etc.

And only \$5.00 per 1,000!

A Superb Spectacle



ADOLPH ZUKOR AND
JESSE L. LASKY PRESENT
An
IRVIN WILLAT
PRODUCTION

North of 36

WITH
JACK HOLT
ERNEST TORRENCE
LOIS WILSON
NOAH BEERY
A Paramount Picture

HERE at last! Paramount's big companion
picture to "The Covered Wagon." By the
same author.

The glorious story of the first great Texas
cattle drive.

A thousand miles of stirring thrills!

From the famous novel by Emerson Hough
Screen play by James Hamilton

EXTRA HERALD

You can get an extra herald on "North of 36"
in the form of a postcard size reproduction of the
24-sheet illustrated on the back cover. Flashily
colored and printed on high-grade stock. Other
side left blank for address, theatre name, etc. A
thousand for only \$3.00. Your local ad sales
manager will be pleased to show you a sample.

North of 36

IN ORDERING ADS AND
PRODUCTION SCENES,
BE SURE TO GIVE NUM-
BER UNDER EACH CUT.

It's Production "North of 36" TRY TO CAPTURE THE TOWN

With All the Advertising You Can Give It



the Herald!

the smashing herald Para-

"The Covered Wagon?"

that will catch and just as

that will sell the just as

seen a better one? Just

2" x 6" original at your ex-

printed in striking colors.

center spread is ready with

eat talk.

ink space on the back page

dates, etc.

00 per 1,000!

A HERALD

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address, theatre name and sales
\$3.00. Your local
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IN ORDERING ADS AND
PRODUCTION SCENES,
BE SURE TO GIVE NUM-

"North of 36"

Presented by
Adolph Zukor and Jesse L. Lasky



With
Jack Holt
Ernest Torrence
Lois Wilson
Noah Beery

an
IRVIN WILLAT PRODUCTION

a
Paramount
Picture

IF you saw "The Covered Wagon" you must see the companion film by the same author. A super-picture of super-thrills!

Three-column Newspaper Advertisement 5A.

Lead-Off Lines and Catchy Ad Copy

A stirring chapter of American history thrillingly re-created.

Texas in 1867—
When the West was in the making—
When Romance and redskins blazed the trails—
When history was being written—

The epic drama of pioneer America.

The story of the first great Texas cattle drive and the fearless girl who showed the way.

The greatest American romance since "The Covered Wagon."

Ernest Torrence and Lois Wilson, stars of "The Covered Wagon," in another big romance of the West.

"North of 36"—


Where men were menaced by Indians and the great open spaces were yet unblazed.

Never such thrills—

—the stampede of thousands of longhorn cattle;

—the Indian attack on the cowboy escort;
—the charge of the U. S. cavalry;
—the fording of the Red River.

Another great romance by the author of "The Covered Wagon"—another great Para-



AN IRVIN WILLAT PRODUCTION
WITH JACK HOLT ERNEST TORRENCE LOIS WILSON NOAH BEERY
From the famous novel by EMERSON HOUGH
Screen play by JAMES HAMILTON
PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY
A Paramount Picture

North of 36

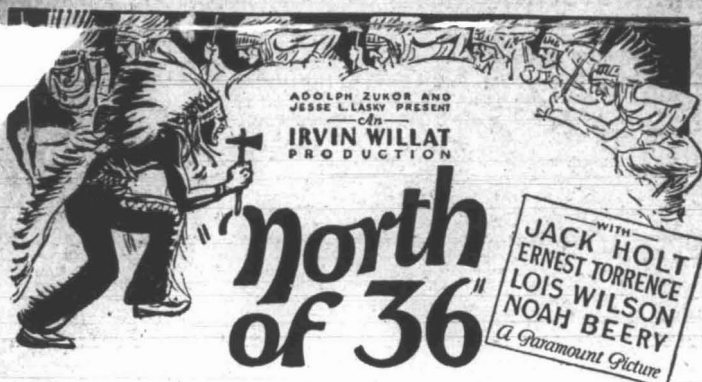
change, beautifully printed in striking colors.

Double-page center spread is ready with big scenes and great talk.

Plenty of blank space on the back page for theatre name, dates, etc.

And only \$5.00 per 1,000!

A Superb Spectacle



HERE at last! Paramount's big companion picture to "The Covered Wagon." By the same author.

The glorious story of the first great Texas cattle drive.

A thousand miles of stirring thrills!

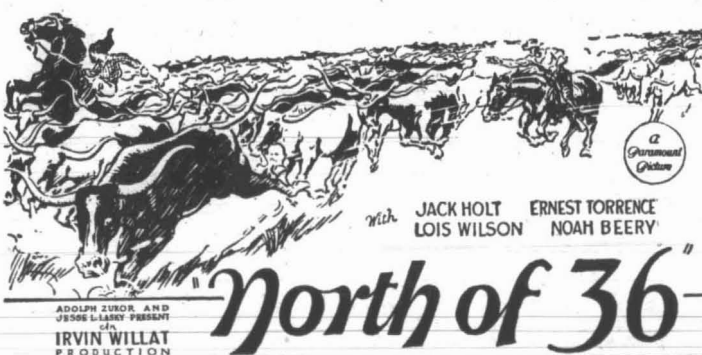
From the famous novel by Emerson Hough
Screen play by James Hamilton

Two-column Supplementary Press Ad 2ASX

EXTRA HERALD

You can get an extra herald on "North of 36" in the form of a postcard size reproduction of the 24-sheet illustrated on the back cover. Flashily colored and printed on high-grade stock. Other side left blank for address, theatre name, etc. A thousand for only \$3.00. Your local ad sales manager will be pleased to show you a sample.

The Trail of Thrills!



From the famous novel by Emerson Hough—Screen play by James Hamilton

BLAZING the trail to civilization. A herd of 4,500 cattle and 1,000 perilous miles to go.

Rivers to ford, storms to weather, Indians to battle, stampedes to combat—here's the thrilling conquest of the pioneer West, told by the writer of "The Covered Wagon."

Two-column Supplementary Press Ad 2AS



EMERSON HOUGH'S companion novel to "The Covered Wagon." Filmed on a sweeping scale by the director of "Wanderer of the Wasteland."

One-column Press Ad 1A

IN ORDERING ADS AND PRODUCTION SCENES, BE SURE TO GIVE NUMBER UNDER EACH CUT.



above is illustrated the available to exhibitors on colored in bold, come a mile off. substantially made at

seen a better
 "x6" original at your ex-
 printed in striking colors.
 enter spread is ready with
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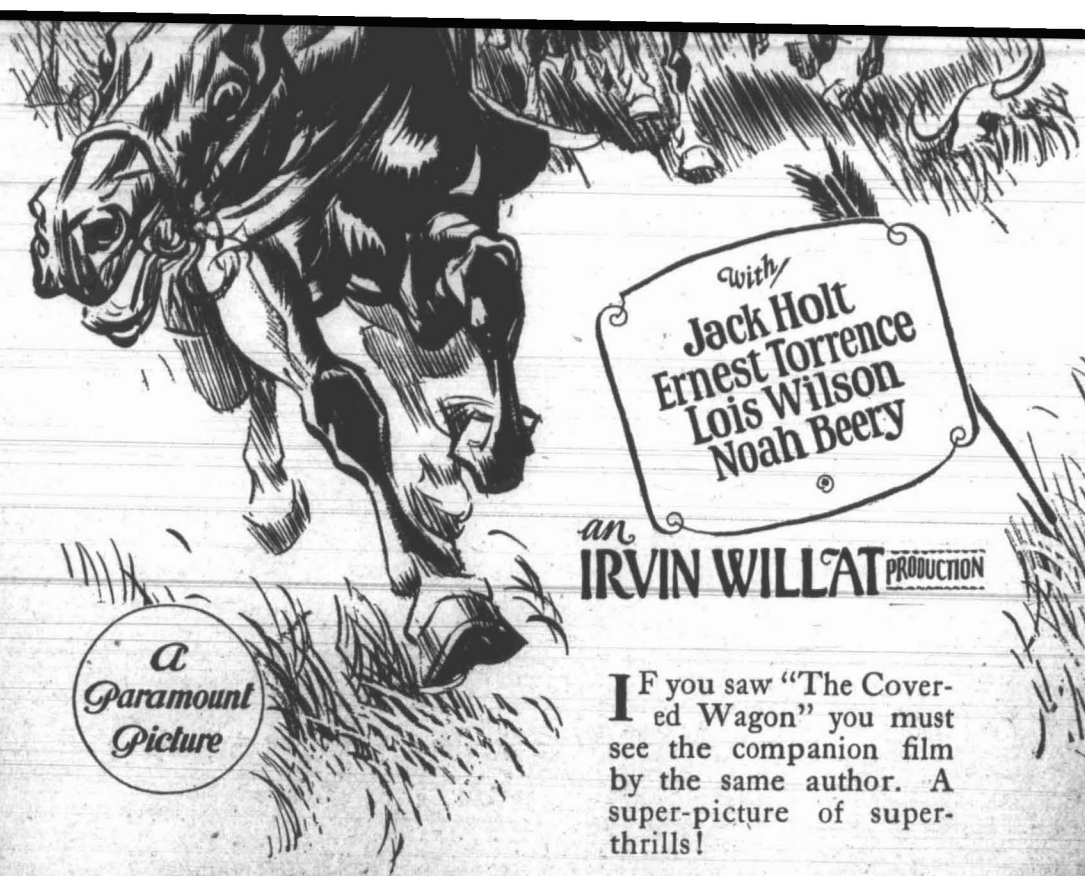
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with
Jack Holt
Ernest Torrence
Lois Wilson
Noah Beery

an
IRVIN WILLAT PRODUCTION

a
Paramount
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 When history was being written—

The epic drama of pioneer America.

The story of the first great Texas cattle drive and the fearless girl who showed the way.

The greatest American romance since "The Covered Wagon."

A thrilling spectacle, a stirring romance, a living record of American history.

Ernest Torrence and Lois Wilson, stars of "The Covered Wagon," in another big romance of the West.

"North of 36"—

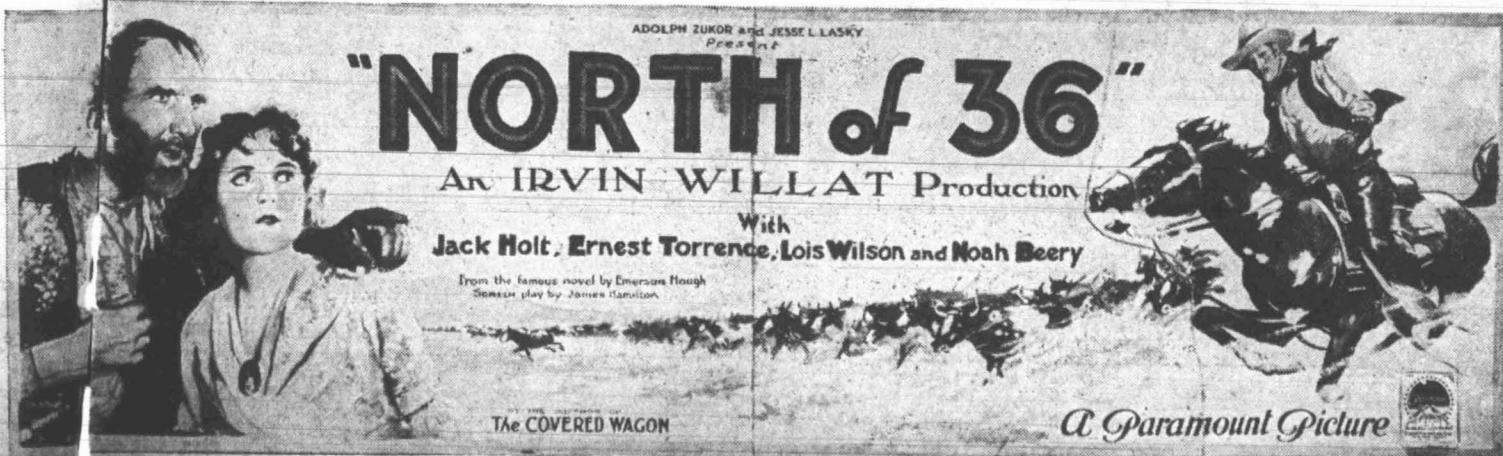
Where men were menaced by Indians and the great open spaces were yet unblazed.

Never such thrills—

—the stampede of thousands of longhorn cattle;
 —the Indian attack on the cowboy escort;
 —the charge of the U. S. cavalry;
 —the fording of the Red River.

Another great romance by the author of "The Covered Wagon"—another great Paramount picture.

Special Banner on This Production



Above is illustrated the special 3' x 10' banner available to exhibitors on this picture.

Colored in bold, commanding tones. They'll see a mile off.

Substantially made and worth many times the

cost in the results they'll bring. You get them ready to hang, at the cost price of \$2.00 each.

You need this great piece of advertising in your campaign.



Irvin Willat's Production "N EVERYTHING FOR A PROFIT

"If It's Worth Running, It's Worth

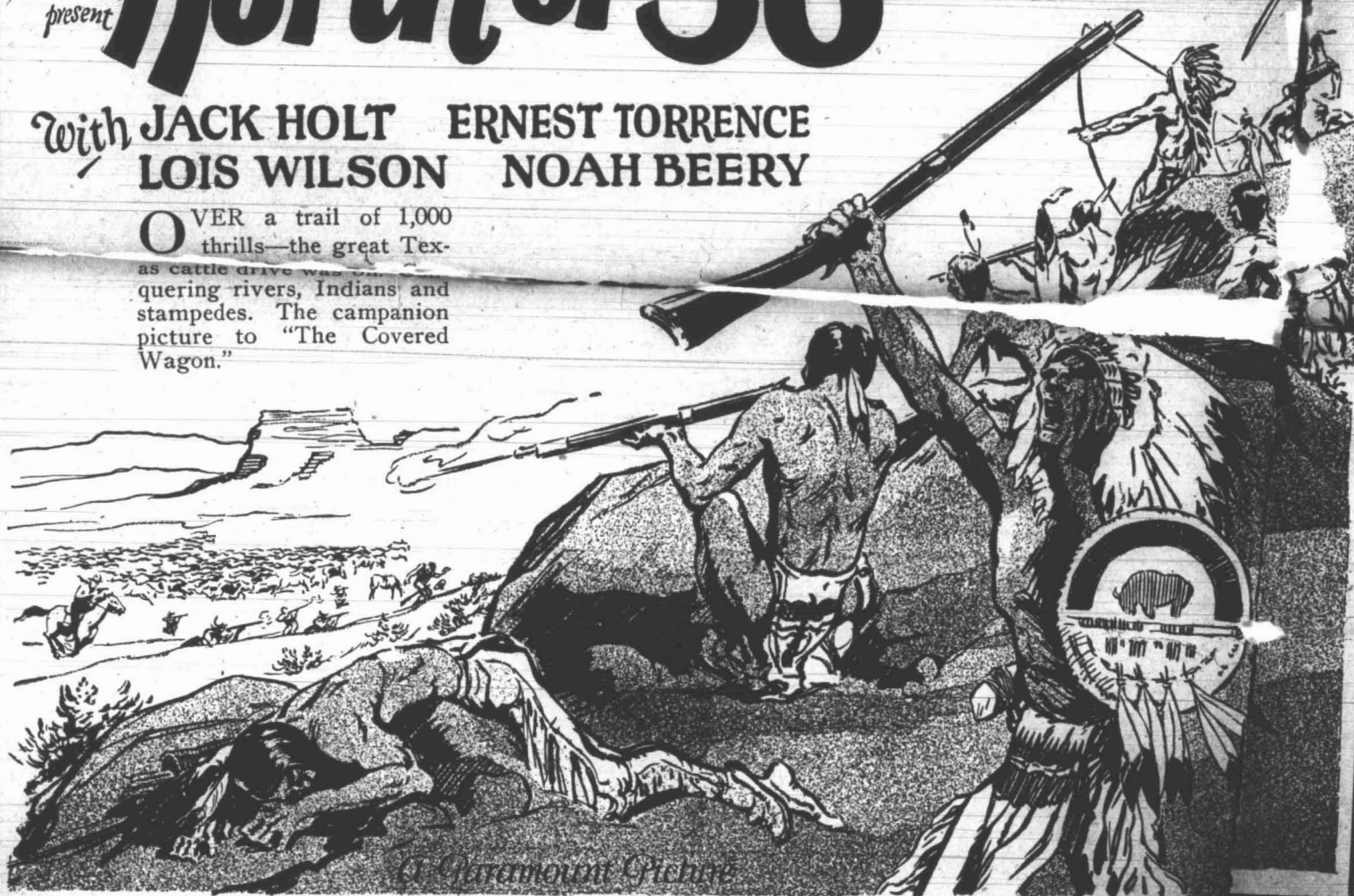
"North of 36"

Adolph Zukor
and
Jesse L. Lasky
present

An IRVIN WILLAT
PRODUCTION

With JACK HOLT ERNEST TORRENCE
LOIS WILSON NOAH BEERY

OVER a trail of 1,000
thrills—the great Tex-
as cattle drive was
quering rivers, Indians and
stampedes. The companion
picture to "The Covered
Wagon."



Four-column Newspaper Advertisement 4A



Midget Cut 1MA



Midget Cut 1MC



Midget Cut 1MB

Any one of these
three midgets for
only fifteen cents.

Two Styles of Trailer

You can secure both a Service and De
"North of 36."

The prices of all trailers have been materially
Service Trailer is 75 feet long and costs \$5 during the first
4 months after release date. Refund of \$1.50 if returned
within 2 weeks. Thereafter Service Trailers cost \$2.50.
Refund of \$1 if returned within 2 weeks.

DeLuxe Trailers are 200 feet long and cost \$12.50. Re-
fund of \$5 if returned within 3 weeks.

There is a special price of \$5 net on all DeLuxe Trailers to
regular subscribers to National Screen Service.

This monthly service may be had for a nominal sum.

Screen Service offices bottom of price list on back cover.

WIRE OR WRITE—GIVING EXACT PLAY DATES.

Furthest North in Thrills

An IRVIN
WILLAT
PRODUCTION

PRESENTED BY
ADOLPH ZUKOR
JESSE L. LASKY



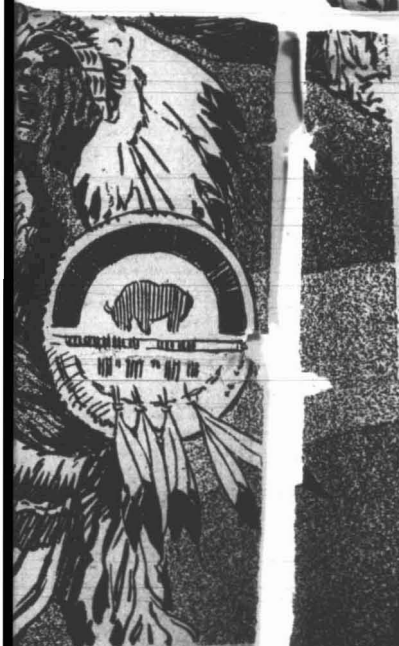
WITH
JACK HOLT
ERNEST TORRENCE
LOIS WILSON



at's Production "North of 36"
A PROFITABLE CAMPAIGN
 h Running, It's Worth Advertising"



VIN WILLIAMS
 PRODUCTION



es of Trailer

a Service and Deluxe Trailer on

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 date. Refund of \$1.50 if returned
 after Service Trailers cost \$2.50.
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 within 3 weeks.

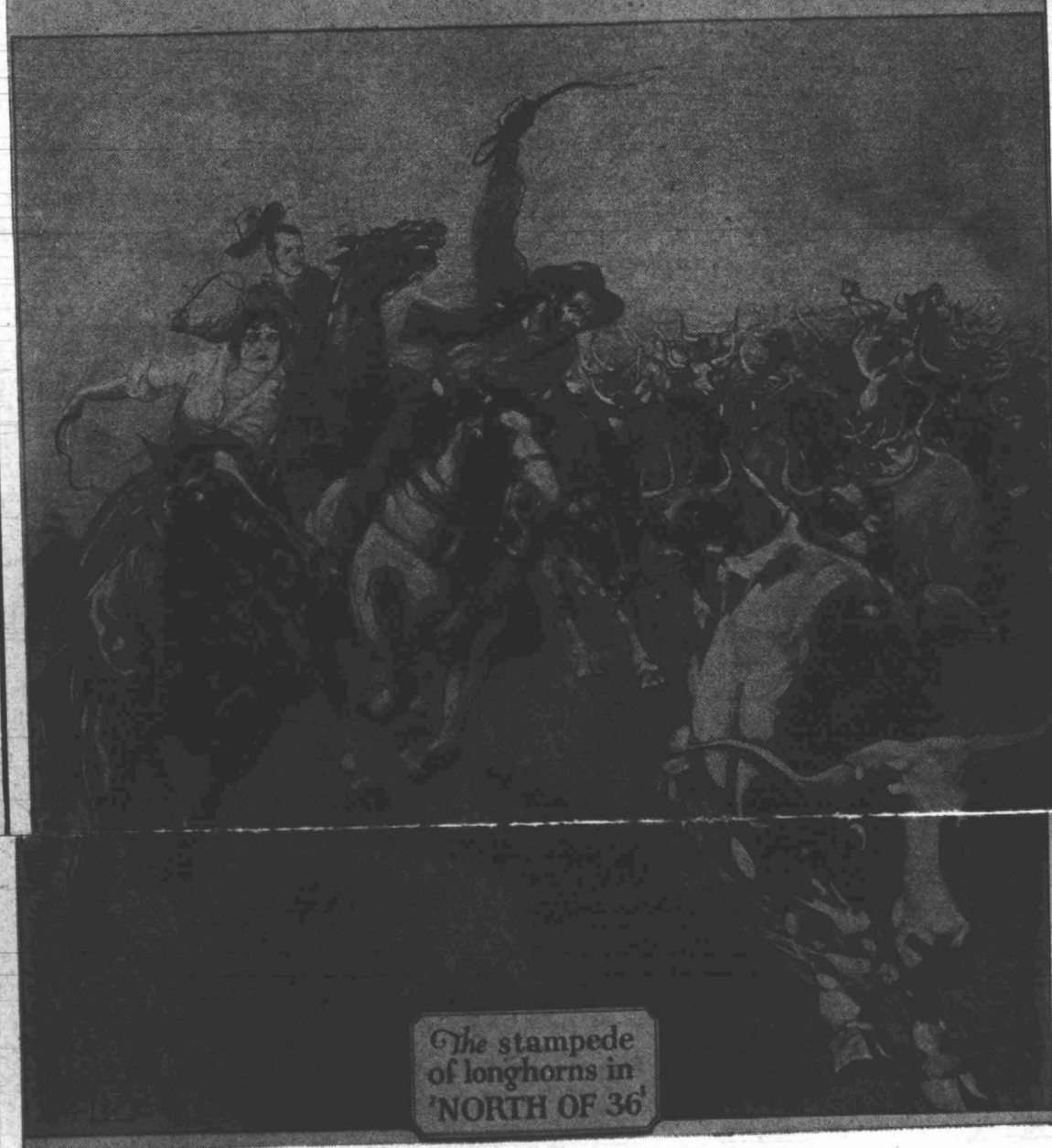
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may be had for a nominal sum.

s bottom of price list, on back cover.

GIVING EXACT PLAY DATES.

Four-Page Roto Magazine



The stampede
 of longhorns in
 'NORTH OF 36'

Above is a reproduction of the striking cover of the four-page roto magazine offered to exhibitors on this production. If you want to get their money at the box-office, let them glance at this. It's packed with the stuff that fans eat up.

Ask your local Ad Sales Manager to explain the many tie-up angles to this roto and also how you can convert the back page into a wonderful dividend-paying proposition.

A thousand for only \$7.50. Investigate!





Four-column Newspaper Advertisement 4A



Midget Cut 1MA



Midget Cut 1MC



Midget Cut 1MB

Any one of these
three midgets for
only fifteen cents.

Two Styles of Trailer

You can secure both a Service and DeLuxe Trailer on "North of 36."

The prices of all trailers have been materially reduced. The Service Trailer is 75 feet long and costs \$5.00 during the first 4 months after release date. Refund of \$1.50 if returned within 2 weeks. Thereafter Service Trailers cost \$2.50. Refund of \$1 if returned within 2 weeks.

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WIRE OR WRITE—GIVING EXACT PLY DATES!

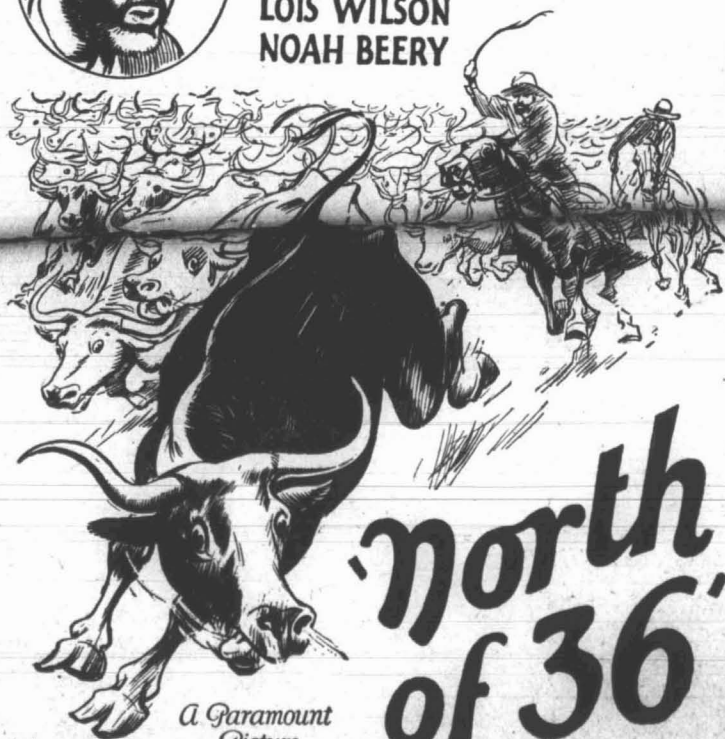
Furthest North in Thrills

An IRVIN
WILLAT
PRODUCTION

PRESENTED BY
ADOLPH ZUKOR
JESSE L. LASKY



WITH
JACK HOLT
ERNEST TORRENCE
LOIS WILSON
NOAH BEERY



A Paramount
Picture

STAMPEDE!

The mad, swift rush of thousands and thousands of frenzied cattle.

You'll see this and a thousand other real thrills in the big companion picture to "The Covered Wagon."

Two-column Press Advertisement 2A



Lois Wilson
in the Paramount Picture
"North of 36"
Production Mat 1PA



Jack Holt
in the Paramount Picture
"North of 36"
at 1PB



Lois Wilson and Jack Holt in the Paramount Picture
"North of 36" An Irvin Willat Production

Two-column Production Mat 2P



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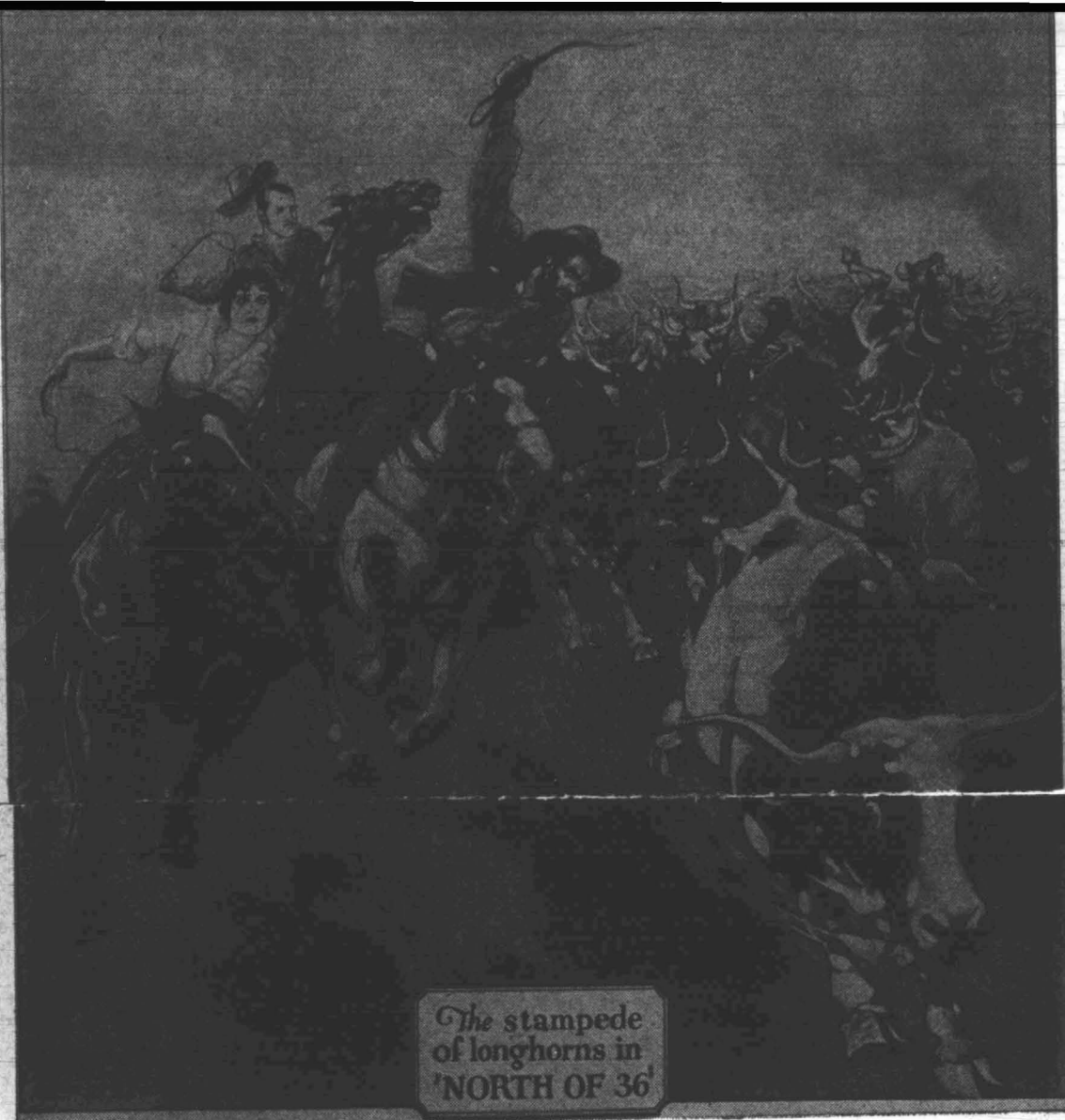
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'NORTH OF 36'

Above is a reproduction of the striking cover of the four-page roto magazine offered to exhibitors on this production. If you want to get their money at the box-office, let them glance at this. It's packed with the stuff that fans eat up.

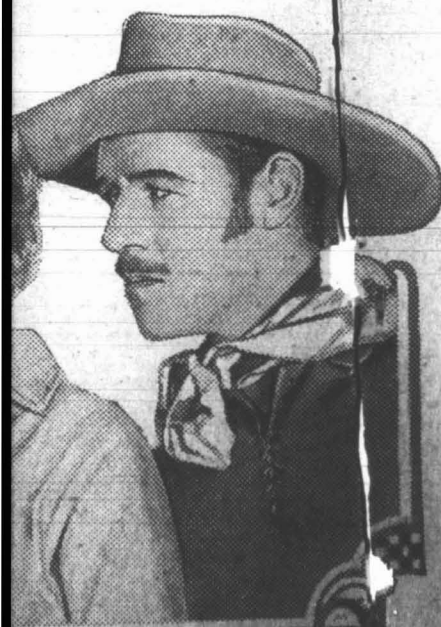
Ask your local Ad Sales Manager to explain the many tie-up angles to this roto and also how you can convert the back page into a wonderful dividend-paying proposition.

A thousand for only \$7.50. Investigate!



Jack Holt
in the Paramount Picture

at IPB



Jack Holt in the Paramount Picture
An Irvin Willat Production

mn Production Mat 2P



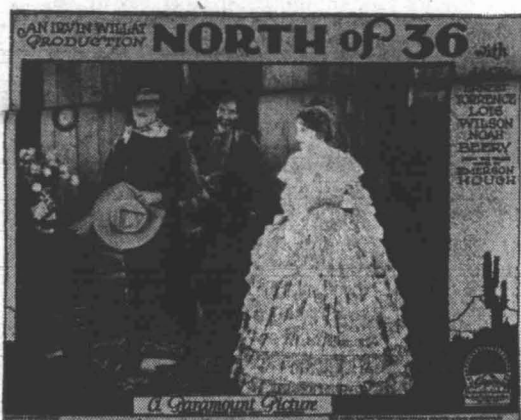
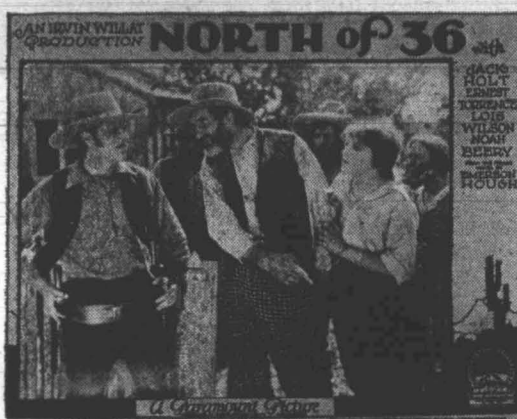
Jack Holt, Lois Wilson and Ernest Torrence in the Paramount Picture
'North of 36' An Irvin Willat Production

Three-column Production Mat 3P



Irvin Willat's Production "PARAMOUNT PAPER, THAT"

"If It's Worth Running, It's Worth"



SET OF EIGHT COLORED LOBBY CARDS

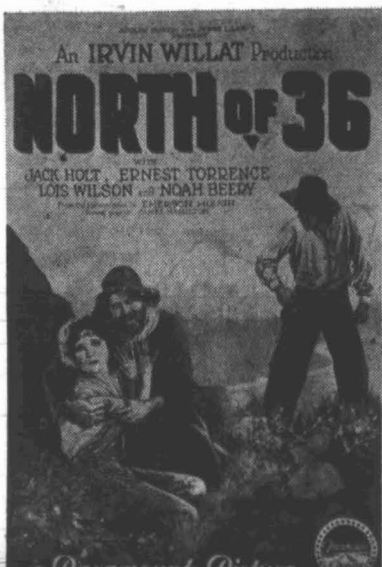
Price List for Advertising Material

All these advertising aids can be secured from your Exchange. Send list of what you want, with check or money order.

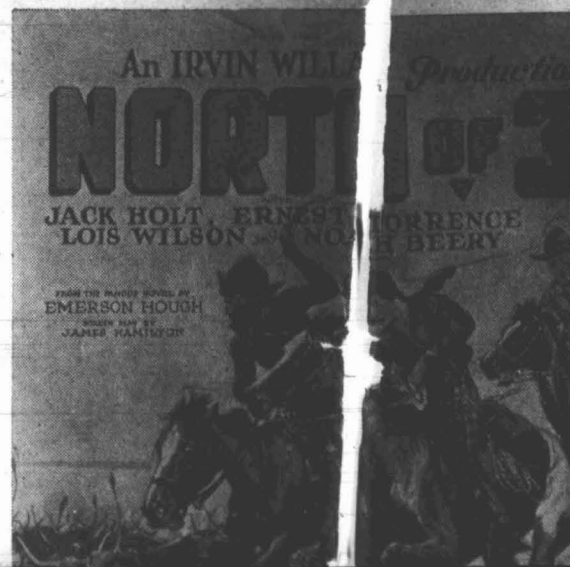
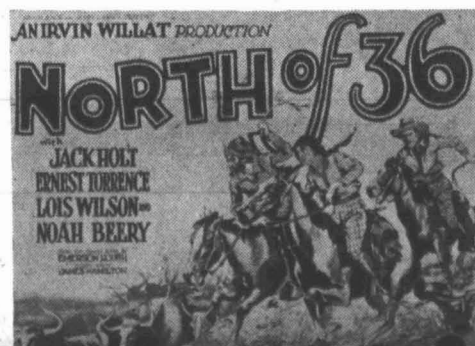
NOTE:—Owing to duty, additional transportation charges, etc., the prices quoted below do not apply to Canada. Get Canadian Price List from your Exchange.

For Outdoor Advertising		
One Sheet (1A and 1B).....	\$.15	
Three Sheet (3A and 3B).....	.45	
Six Sheet (6A).....	.75	
Twenty-four Sheet (24A).....	2.40	
3' x 10' Banner.....	2.00	
PHOTOS FOR YOUR LOBBY		
22 x 28 (Colored) (Two Styles).....	.40	
11 x 14 Set of Eight (Colored).....	.60	
For Newspaper Ads		
ADVERTISING CUTS		
One Column.....	.35	
Two Column.....	.65	
Supplementary (Typ Column).....	.25	
Midgets (each).....	.15	
MATS, ADVERTISING, PRODUCTION, ETC.		
One Column.....	\$.05	
Two Column.....	.10	
Supplementary (Two Column) (Adv. Only).....	.10	
Three Column.....	.15	
Four Column (Adv. Only).....	.25	
Seven Column (Full Page).....	.50	
FOR GENERAL EXPLOITATION		
GILT-EDGED FRAMES, (Size 17 x 43 in.).....	1.50	
Insert Cards (14 x 36 in. to fit above).....	.25	
22 x 28 Gilt Frames.....	1.50	
Postcard Heralds, per 1,000.....	3.00	
Four-Page DeLuxe Heralds, per 1,000.....	5.00	
Rotogravure Magazine, per thousand.....	7.50	
Window Card.....	.07	
Announcement Slide.....	.15	
Publicity Photos, Each.....	.10	
Trailers—National Screen Service		
126 W. 46th St., New York City		
845 So. Wabash Ave., Chicago, Ill.		
917 So. Olive Street, Los Angeles, Cal.		
284 Turk St., San Francisco.		

Press Books and Music Cues are gratis.



Put the picture over the top by putting posters over the town. Here are real business-getters!



It's Colored INSERT CARDS

Insert cards are the handy members of the poster family—you find a dozen different uses for them and they're cheap.

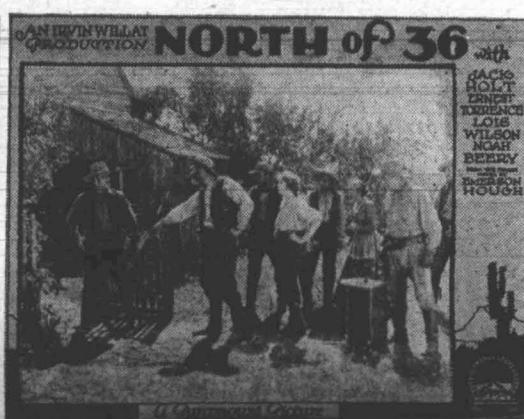
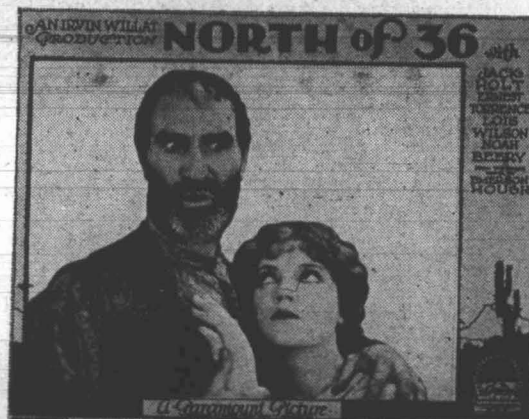
It's Production "North of 36" ER THAT PACKS THE PUNCH

h Running, It's Worth Advertising"



It's Colored INSERT CARD

Insert cards are the handy men
 of the poster family—you'll
 find a dozen different uses
 for them—and they're cheap!



More Ad Copy

The spirit of America rides through it!

The famous novel of pioneer America, film-
 ed on a huge, panoramic scale.

Just as "The Covered Wagon" was the
 epic photoplay of the days of '49—so is "North
 of 36" a memorable romance of the days of
 '67.

Screened on a sweeping scale on the vast
 plains of Texas.

Glorifying the motion picture!

Written by America's greatest writer of
 historical fiction.

If there's red blood in you, this picture will
 whip it through your veins.

It will thrill every American to the marrow!

The rollicking, romantic days of '67 live
 again!

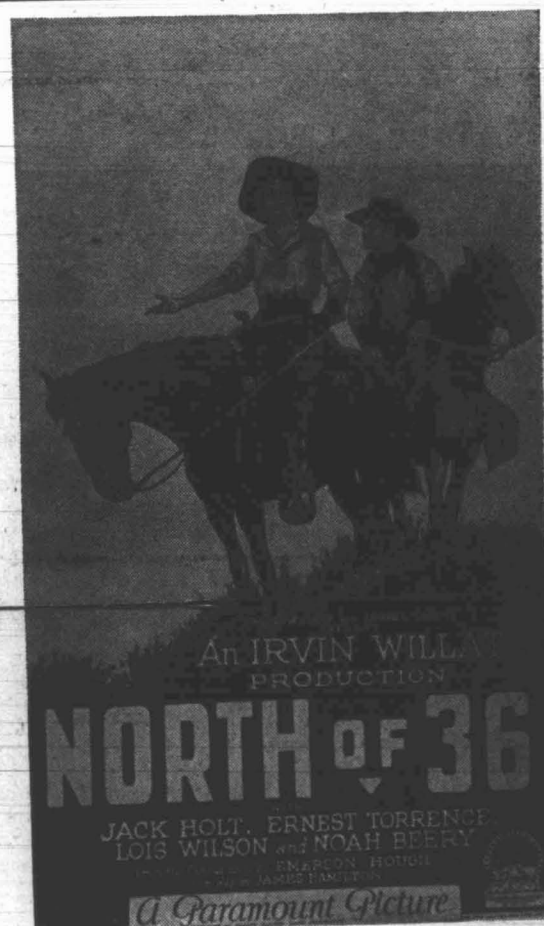
The picture that every true American should
 see.

A spectacular romance and an education in
 one.

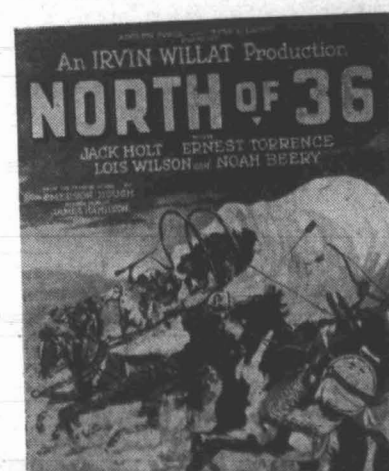
The days of '67—
 —when adventure beckoned everywhere;
 —and romance was in full flower.

You've never seen a thrill like the gigantic
 cattle stampede! And it's just one of a thou-
 sand!

The picture that goes the limit in thrills!



Window Card





SET OF EIGHT COLORED LOBBY CARDS

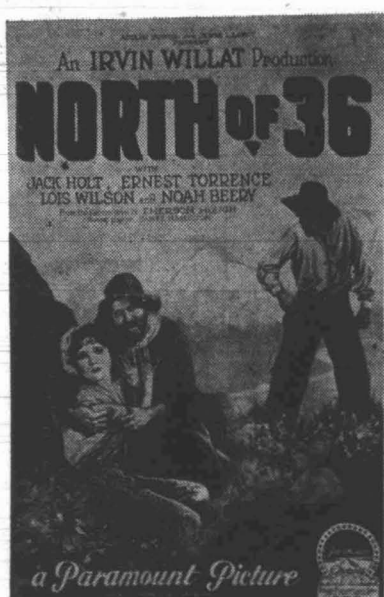
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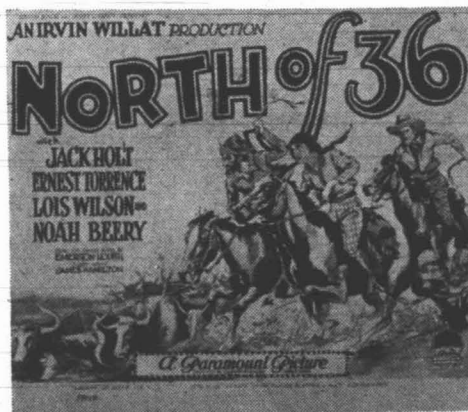
For Outdoor Advertising			
One Sheet (1A and 1B)	\$.15	Three Column	.15
Three Sheet (3A and 3B)	.45	Four Column (Adv. Only)	.25
Six Sheet (6A)	.75	Seven Column (Full Page)	.50
Twenty-four Sheet (24A)	2.40	FOR GENERAL EXPLOITATION	
3' x 10' Banner	2.00	GILT-EDGED FRAMES, (Size 17 x 43 in.)	1.50
PHOTOS FOR YOUR LOBBY		Insert Cards (14 x 36 in. to fit above)	.25
22 x 28 (Colored) (Two Styles)	.40	22 x 28 Gilt Frames	1.50
11 x 14 Set of Eight (Colored)	.60	Postcard Heralds, per 1,000	3.00
		Four-Page Deluxe Heralds, per 1,000	5.00
For Newspaper Ads		Rotogravure Magazine, per thousand	7.50
ADVERTISING CUTS		Window Card	.07
One Column	.35	Announcement Slide	.15
Two Column	.65	Publicity Photos, Each	.10
Supplementary (Two Column)	.25	Trailers—National Screen Service	
Midgets (each)	.15	128 W. 46th St., New York City	
MATS, ADVERTISING, PRODUCTION, ETC.		845 So. Wabash Ave., Chicago, Ill.	
One Column	\$.05	917 So. Olive Street, Los Angeles, Cal.	
Two Column	.10	284 Turk St., San Francisco.	
Supplementary (Two Column) (Adv. Only)	.10		

Press Books and Music Cues are gratis.

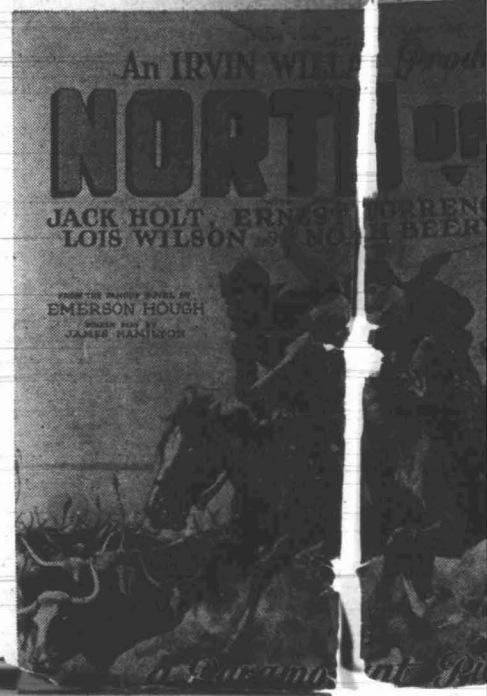


One Sheet Poster 1A

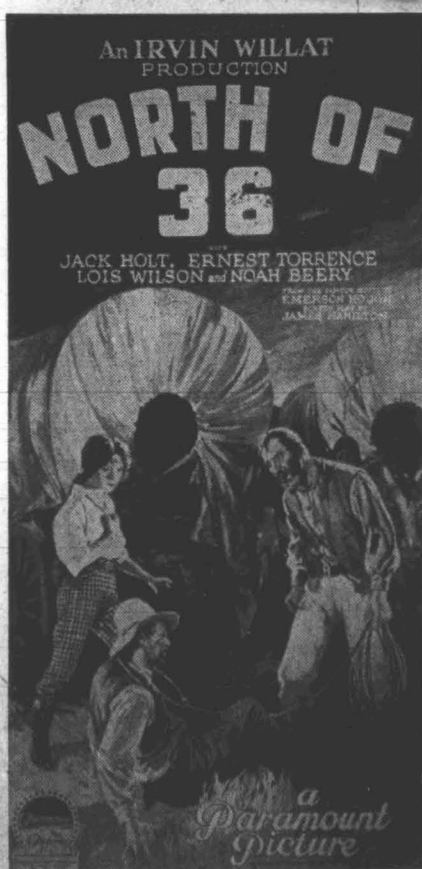
Put the picture over the top by putting posters over the town. Here are real business-getters!



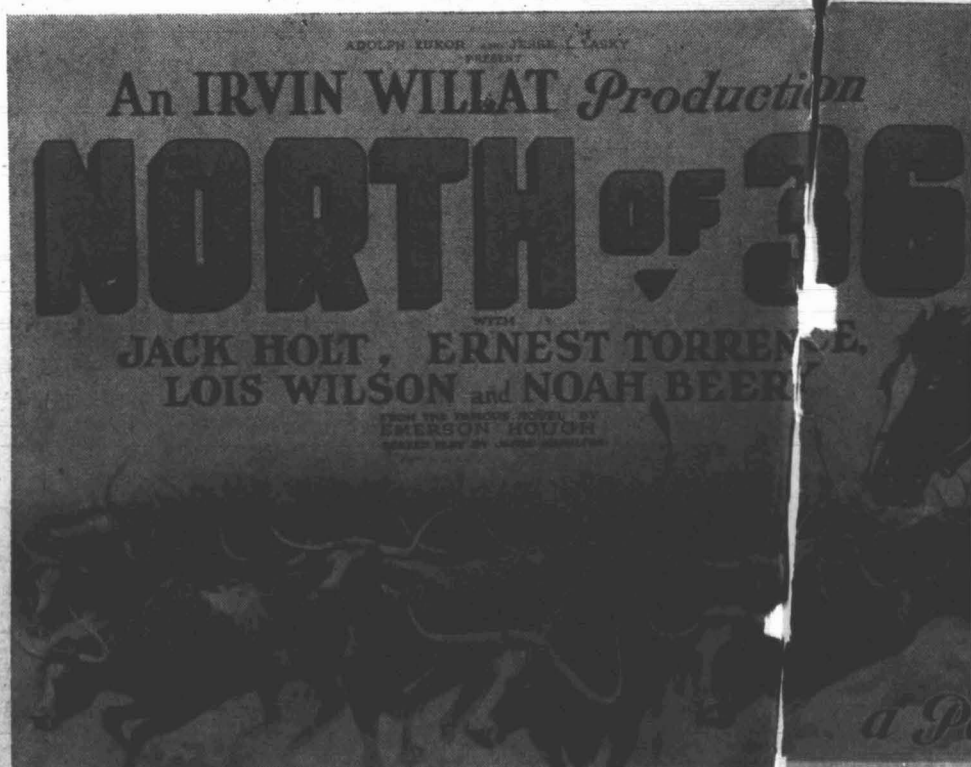
Announcement Slide



Six Sheet



Three Sheet Poster 3A



Twenty-four Sheet Poster

NORTH OF 36



JACK HOLT, ERNEST TORRENCE,
LOIS WILSON and NOAH BEERY
A Paramount Picture

More Ad Copy

The spirit of America rides through it!

The famous novel of pioneer America, filmed on a huge, panoramic scale.

Just as "The Covered Wagon" was the epic photoplay of the days of '49—so is "North of 36" a memorable romance of the days of '67.

Screened on a sweeping scale on the vast plains of Texas.

Glorifying the motion picture!

Written by
historical fiction.

If there's red blood in you, this picture will whip it through your veins.

It will thrill every American to the marrow!

The rollicking, romantic days of '67 live again!

The picture that every true American should see.

A spectacular romance and an education in one.

The days of '67—
—when adventure beckoned everywhere;
—and romance was in full flower.

You've never seen a thrill like the gigantic cattle stampede! And it's just one of a thousand!

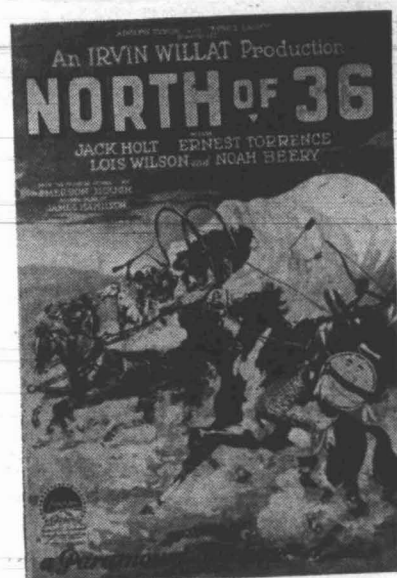
The picture that goes the limit in thrills!

See—
—the Indian braves swoop down on the cattle train;
—the desperate battle in the wilderness;
—the great herd of cattle swim the raging Red River;
—the infuriated longhorns stampede through a town.

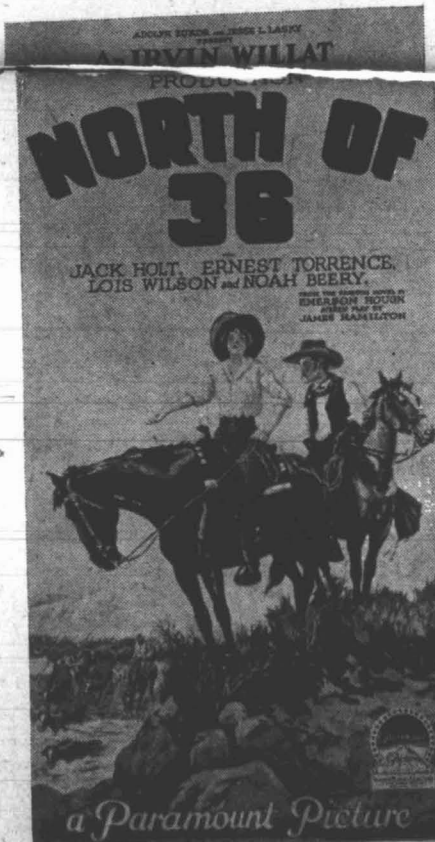


AN IRVIN WILLAT PRODUCTION
NORTH OF 36
JACK HOLT, ERNEST TORRENCE,
LOIS WILSON and NOAH BEERY
EMERSON HOUGH
JAMES HAMILTON
A Paramount Picture

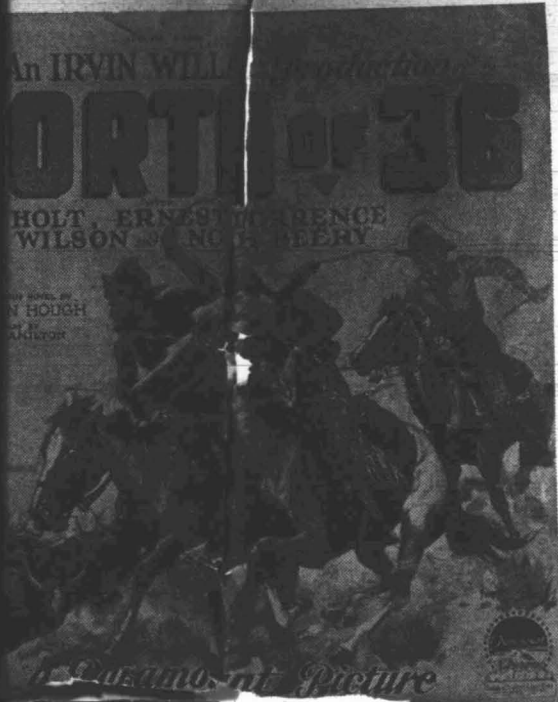
Window Card



One Sheet Poster 1B



Three Sheet Poster 3B



Six Sheet



Twenty-four Sheet Poster 24A

DEC -6 1924

©CIL 20843

✓ NORTH OF 36

✓ Photoplay in 8 reels

✓ From the Famous novel by Emerson Hough

✓ Screen play by James Hamilton
Shelley
Shelley

Shelley
Author of the Photoplay (under section 62)
Famous Players Lasky Corporation of U.S.

924

Washington, D. C.

Register of Copyrights
Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following
named motion picture films deposited by me for registration of
copyright in the name of Famous Players Lasky Corporation

North of 36 - 8 reels

Argentine Love - 7 reels

Respectfully,

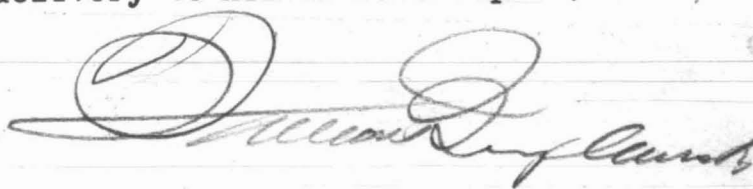
FULTON BRYLAWSKI

hereby acknowledges the receipt of two copies each of the
motion picture films deposited and registered in the Copyright
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
North of 36	12-6-24	©CIL 20843
Argentine Love	"	©CIL 20841

The return of the above copies was requested by the said
Company, by its agent and attorney on the 6th day of
December, 1924 and the said Fulton Brylawski for himself, and as
the duly authorized agent and attorney of the said Company,
hereby acknowledges the delivery to him of said copies, and
the receipt thereof.

Delivered in person
DEC -9 1924



This document is from the Library of Congress
“Motion Picture Copyright Descriptions Collection,
1912-1977”

Collections Summary:

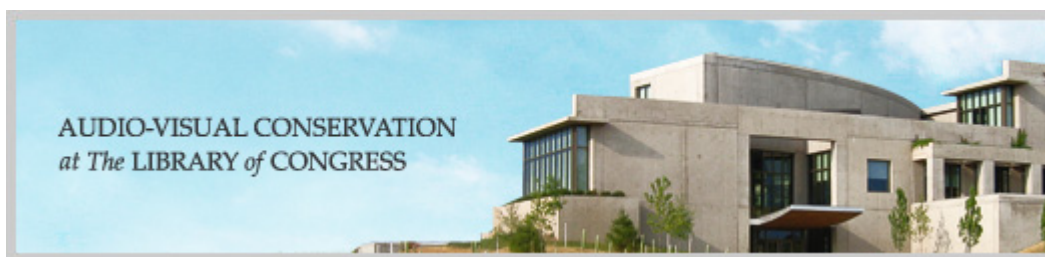
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Class L Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi020004>

Class M Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi021002>



National Audio-Visual Conservation Center
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